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JAN 22 1952

PUBLISHER'S BINDING

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 69. NO. 1 NEW YORK, U. S. A., TUESDAY, JANUARY 2, 1951 TEN CENTS

New Shortages Face Industry, NPA Implies

Manpower Saving Seen In Material Restriction

WASHINGTON, Jan. 1.—The National Production Authority today went out of its way to explain to the motion picture industry the reason for its order curtailing theatre construction, and at the same time implied that the industry might be hurt still more by future material and manpower shortages.

A special release, issued to the film press only, gave the background and reasons for the construction limitation order. NPA officials said the release had been prepared to "answer what we feel were unjustified criticisms of the order, possibly based on misunderstanding."

Many of the points made in the release will probably get a thorough going-over at a meeting called by NPA film chief Nathan D. Golden

(*Continued on page 4*)

'U' Changes In Force

Major changes in the domestic and foreign distribution set-up of Universal Pictures, Inc., which were announced during the past few months, officially take place with the start of business today as Alfred E. Daff takes over as director of world sales, a combined post supervising domestic and foreign distribution without precedent in the industry.

Daff was recently elected a vice-president of Universal Pictures, the parent company, and also takes over

(*Continued on page 4*)

71 Coast Theatres Plan Theatre TV

Installation in 1951 of large-screen theatre television in 71 theatres from Yuma, Ariz., to San Francisco is planned by a large theatre circuit, reportedly Fox West Coast, it was revealed here yesterday in a year-end statement by Frank M. Folsom, president of Radio Corporation of America.

This, plus present installations in theatres in New York, Boston, Washington, Chicago and Los Angeles, may

(*Continued on page 2*)

IATSE Sets 4 Goals to Be Attained in New Year

'IA' Board to Meet Feb. 5 in Tucson

The IATSE general executive board will hold its regular mid-winter meeting at the Santa Rita Hotel, Tucson, Ariz., on Feb. 5, it is announced here, by Richard F. Walsh, "IA" international president.

The length of the meeting will be determined by the amount of business submitted for the board's attention, Walsh said.

By CHARLES L. FRANKE

The recent dismissal in Los Angeles of the Conference of Studio Unions' $43,000,000 suit against the IATSE has released the latter union's energies "for greater emphasis on newer undertakings," Richard F. Walsh "IA" international president, declared in a statement issued at the weekend.



Richard Walsh

The decision, Walsh said, was a "psychological boost" for scheduled "IA" drives for: (1) maintaining "our balance" in the "battle with the cost of living," (2) pensions, (3) to help

(*Continued on page 2*)

Chicago 'Crisis' Meet Up to Film Leaders: Kirsch

CHICAGO, Jan. 1.—Jack Kirsch, president of Allied Theatres of Illinois, feels that industry leaders in Hollywood and New York should take the next step in setting up a meeting to be held here this month to discuss the current box-office crisis in Illinois, particularly in the Chicago area.

Kirsch invited industry leaders to Chicago for such a meeting "toward the close of January" in his speech at Allied's twentieth anniversary

(*Continued on page 2*)

Starts 5-Day Test Of Phonevision

CHICAGO, Jan. 1.—One new film will be available every day on Zenith Radio's Phonevision test after today's three premiere attractions.

The new attraction will be shown at the four P.M. performance each

(*Continued on page 2*)

US Admission Taxes Were $330,101,365 in 11 Months

WASHINGTON, Jan. 1.—Federal general admission tax collections in the first 11 months of 1950—reflecting box-office business from December, 1949, through October, 1950—amounted to $330,101,365, three and one-half per cent below the $342,254,549 collected in the comparable 1949 period.

The Bureau of Internal Revenue said general admission tax collections in November, reflecting October business, actually were a shade above November, 1949, collections—$34,370,182 against $34,306,573. This was the first time 1950 collections were above 1949 since July.

The general admission figures include collections from sports, concerts and other spectator events as well as from motion picture theatres but do not include roof garden and cabaret taxes.

Court Grants Loew's Extension to Jan. 31

The New York Federal Statutory court on Friday approved a stipulation signed by the Department of Justice to extend until Jan. 31 the date for Loew's to file its plans for divorcement under the government's anti-trust decree. The original filing date, under Loew's interpretation of the court order, had been last Saturday.

The extension reportedly was agreed upon to give Loew's and the government a chance to see whether they might agree on a consent decree.

RKO Divorce Final; New Firms Emerge

Second Major Company To Comply with Decree

A new picture company and a new theatre company emerged yesterday from the dissolution of the old RKO corporation.

Washington, Jan. 1.—The government, RKO and Howard Hughes have entered into a stipulation to have the Irving Trust Co. appointed as trustee of Howard Hughes' stock in the new RKO Theatre Company.

Under the RKO consent decree, Hughes must dispose of his stock in one or the other of the new companies or put it in a voting trust. Hughes has chosen to remain with the picture company and has not yet sold his theatre company stock—hence the provision for the appointment of the trustee.

The stipulation, it is reported,

(*Continued on page 4*)

D. of J. Okays 20th-Fox Bid

WASHINGTON, Jan. 1.—The government has given 20th Century-Fox additional time to carry out the dissolution of certain joint interests.

Justice officials said they had approved a stipulation to give Fox an extra 30 days to dissolve its interest in four jointly-held theatres. They also gave the company until March 15 to carry out certain other obligations in connection with the firm's interest in Golden State Theatres, which the company agreed to carry out in

(*Continued on page 2*)

'Miracle' Goes on Pending Hearing

Pending a hearing tomorrow before New York Supreme Court Justice Henry Clay Greenberg, the Italian-made "The Miracle" on Friday was returned to the program of the Paris Theatre here.

New York City License Commissioner Edward T. McCaffrey on Friday informed Assistant Corporation Counsel Saul Moskoff that the License Department was willing to permit the picture's reincorporation in the trio

(*Continued on page 2*)

Personal Mention

ROY ROWLAND, producer, is slated to leave Hollywood today for New York for a vacation.

•

AL MENDELSON, 20th Century-Fox booker for New Jersey, announces the marriage of his daughter, HELENE, to Corporal ALVIN NELSON of the U. S. Army. The marriage took place at Temple Beth-El, Manhattan Beach, Brooklyn, on Saturday.

•

LEE J. LOCKWOOD, son of ARTHUR H. LOCKWOOD, former president of the Theatre Owners of America, was the recipient of the Hugh Chamberlain prize at Yale University for 1950 and 1951.

•

ERIC A. JOHNSTON, president of the Motion Picture Association, is back in MPAA's Washington headquarters after a holiday stay on the West Coast.

Herald Poll Gets Big UK Press Break

LONDON, Jan. 1.—The annual *Motion Picture Herald-Fame* poll of Britain's leading "Money-Making Stars" of 1950 rated unprecedented national newspaper and radio coverage over the New Year weekend.

Most editors, including the London *Times'*, pointed out that the *Herald's* box office survey revealed five British films among the country's six biggest grossers at a time when pessimists here have been proclaiming British production to be threatened with creeping paralysis.

Anna Neagle, who ranked first in the poll here, and Jack Warner, who placed third among Britain's top 10, appeared on a special British Broadcasting Co. program at the peak listening-hour Saturday. The program was built around their rankings in the poll.

Theatre TV

(*Continued from page* 1)

form the pioneering basis for an independent theatre TV network which would supplement regular film fare with special television shows, Folsom said.

Folsom, in reporting on the status of television generally, said that within two years television set circulation had increased 12 times. He estimated that 10,000,000 homes have sets and that the TV audience is approximately 40,000,000 Americans.

D. of J.-Fox

(*Continued from page* 1)

earlier stipulations but which actually are contingent on there being a final decree. Since the company has until March 15 to file its divorcement plan —with the feeling being that a final decree will be agreed to before then —the other deadline was also extended to March 15.

Spot Color TV Show Set

The first spot-news coverage of a major event for color television "will bring all the glittering pageantry" of the annual New Year's Day Tournament of Roses Parade in Pasadena, Cal., in full color, to viewers of CBS' public color demonstrations in New York and Philadelphia starting tomorrow, CBS stated over the weekend.

This was made possible by special arrangement between CBS and Carl W. Dudley, president of Dudley Pictures Corp. of Beverly Hills, who will film the event in color and ship the films by air to New York immediately following the pageant.

Three-color cameras will be employed in the coverage of the parade from vantage points along the route. "Processing will be effected with the utmost speed to wing the films to New York within a matter of hours after the procession," said CBS.

Chicago Meet

(*Continued from page* 1)

celebration about two weeks ago.

"The top men in the industry were at the banquet," Kirsch said, "and they heard my speech, which was also well-covered in the trade press." Kirsch admitted, however, that after the meeting none of the industry leaders present accepted the "challenge to meet in Chicago." He said that perhaps he had been misunderstood and that if industry leaders did not accept his offer, he might send them written invitations this month.

"The meeting," Kirsch said, "should be some kind of an over-all forum to discuss ways to improve business in this area." He said that the meeting would not be for the purpose of lowering film rentals. "We are not worried about that," he said. "We're willing to pay fair film rentals as long as grosses at the box-office are high enough to meet them. An improvement in business will benefit everyone—producer, distributor and exhibitor."

Phonevision

(*Continued from page* 1)

day. On the next day this attraction will be on at seven P.M., and on the third day it will be shown at nine.

The schedule for the first week of Phonevision is: New Year's Day: "April Showers," four P.M.; "Welcome Stranger," seven P.M.; "Homecoming," nine P.M.; Tuesday: "Lost Honeymoon," with Franchot Tone, four P. M.; "April Showers," seven P.M.; "Welcome Stranger," nine P.M..

Wednesday: "The Unsuspected," with Joan Caufield, four P.M.; "Lost Honeymoon," seven P.M.; "April Showers," nine P.M.

Thursday: "Silver River," with Errol Flynn, four P.M.; "The Unsuspected," seven P.M.; "Lost Honeymoon," nine P.M.

Friday: "Dear Ruth" with William Holden, four P.M.; "Silver River," seven P.M. and "The Unsuspected" at nine P.M.

'IA' Goals

(*Continued from page* 1)

give "new life" to the stage and screen, and (4) "just stability" in television.

This assertion could be interpreted in part as an expression of determination to win cost-of-living pay increases now being sought in negotiations on the Coast and to achieve a widened distribution of union-management pension plans. Additionally, Walsh's statement with respect to attainment of a "new life" for the screen is viewed as a reaffirmation of the "IA's" wholehearted support of the Council of Motion Picture Organizations, while his reference to the drive for "just stability" in television appears to indicate an "IA" determination to play a greater role in the labor end of the video industry.

Wage Campaign

It is expected that before 1951 is very old the "IA's" cost-of-living and pension campaigns will manifest themselves to a considerably greater degree than at present. But there appears to be no sense of time running out with respect to the Hollywood locals' bid for cost-of-living increases, for, contrary to general belief, many industry labor leaders see no film industry wage freeze in the immediate future. Price and wage freezes, it is pointed out, appear slated for defense industries first; hence, although allowance should be made for day-to-day influences in America's wartime economy, it seems evident to these observers that there will be no sudden industry wage freeze.

The last cost-of-living boost for studio workers came in 1947 when an 11.17 per cent hike was granted following general pay increases of between 25 and 50 per cent granted under contracts negotiated in 1946.

Believed to be the spearhead of a determined effort by the "IA" to secure union-management pension plans for its locals generally was the agreement reached last year by several circuits in New York City and Projectionists Local No. 306 establishing a new-type pension arrangement which now is before the U. S. Internal Revenue Bureau.

With the addition of 10 new locals during 1950, the "IA" has brought to 988 the total number of locals it represents in the U. S., Canada, Alaska and Hawaii. Several of the locals built new quarters for themselves during the year.

The union's interest in theatre television last year was emphasized when, between Sept. 11-15, some 30 members of projectionists locals all over the country took an intensive course in the subject at the RCA Service Co. plant in Camden, N. J.

High among the union's achievements last year was the $4-per-week, across-the-board pay increase won for some 5,000 exchange employees across the country. Signing of the agreement is expected to take place very soon. The two-year pact will represent a payroll increase of over $1,000,000 a year for eight distributors and National Screen Service.

Newsreel Parade

THE completion of the UN evacuation and the ending of the Holy Year are current newsreel highlights. Other items include Gen. Walker being honored and sports. Complete contents follow:

MOVIETONE NEWS, No. 2—Sports review of 1950.

NEWS OF THE DAY, No. 235—UN forces complete evacuation. Gen. Walker honored. Dean Acheson reports. Pope seals Sacred Door as Holy Year ends. Football.

PARAMOUNT, No. 38—Ice review. Mid-air refueling. Pope seals door of St. Peter's. Final days of Korea evacuation.

TELENEWS DIGEST, No. 52-B—Korea: March to Hungnam. Gen. Ridgway new Eighth Army head. Pope ends Holy Year. Berlin sends Stalin "greetings." Football.

UNIVERSAL NEWS, No. 417—Korea: evacuation complete. Gen. Walker honored. Holy Year ends. Sports: ice and football.

WARNER PATHE NEWS, No. 40—Report from Korea. Gen. Ridgway named Korea Army chief. New aerial gas station. Papal rites mark end of Holy Year. Hawaiian contest winners in gala visit. Sports.

'Miracle'

(*Continued from page* 1)

film, "Ways of Love," until the court ruled tomorrow on distributor Joseph Burstyn's motion for a permanent injunction to lift the Commissioner's ban. McCaffrey said he took that attitude because he did not want to be "tyrannical."

At the time of the motion filing on Friday by Burstyn's counsel, John Farber, Justice Greenberg declared that McCaffrey "had no right to assume such wide powers" by banning the picture from showings at the Paris.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
RUDYARD KIPLING'S **"KIM"**
Errol FLYNN - Dean STOCKWELL
Color by TECHNICOLOR
A METRO-GOLDWYN-MAYER PICTURE
and THE MUSIC HALL'S GREAT
CHRISTMAS STAGE SHOW

Mr. Music
A Paramount Picture starring
BING CROSBY • NANCY OLSON
CHARLES COBURN • RUTH HUSSEY
Guest Stars
GROUCHO MARX • DOROTHY KIRSTEN
PEGGY LEE • THE MERRY MACS
IN PERSON LOUIS PRIMA and his ORCH.
plus "KEELY" SMITH
plus SHIRLEY VAN
Extra JAN MURRAY
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

The Mudlark
20th CENTURY-FOX
RIVOLI
BROADWAY AT 49th ST.

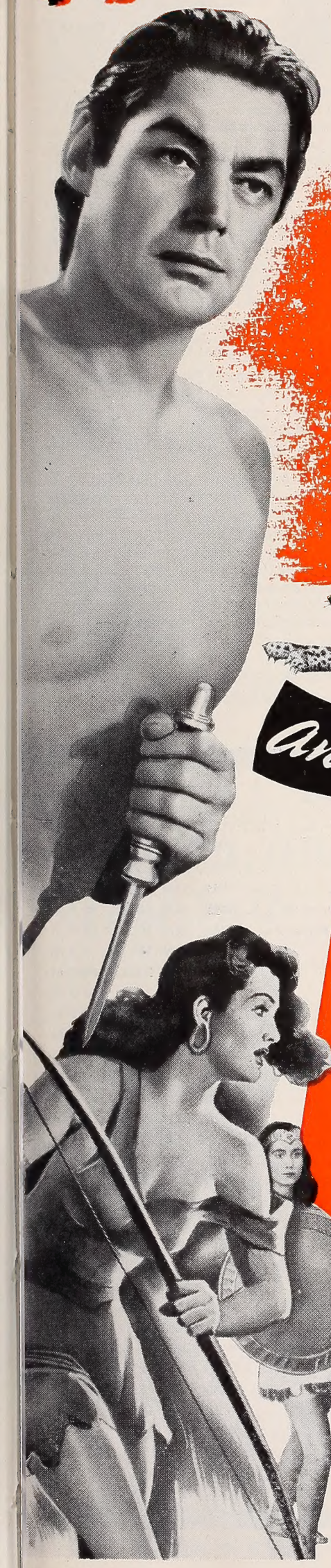
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NOW

THE BIG SURE-FIRE ALL-TARZAN-SHOW!

MURDER—NOT LOVE...
LURKS IN HER EYES!



EDGAR RICE BURROUGHS'

"TARZAN AND THE LEOPARD WOMAN"

PRESENTED BY
SOL LESSER



starring **JOHNNY WEISSMULLER**

BRENDA JOYCE · JOHNNY SHEFFIELD

And

with **ACQUANETTA** • Produced by SOL LESSER

Associate Producer and Director KURT NEUMANN
Orginal Story and Screen Play by CARROLL YOUNG
Based Upon the Characters Created by EDGAR RICE BURROUGHS



HIDDEN CITY OF WOMEN FORBIDDEN TO MEN!

EDGAR RICE BURROUGHS'

"TARZAN AND THE AMAZONS"

PRESENTED BY
SOL LESSER

starring **JOHNNY WEISSMULLER**

BRENDA JOYCE · JOHNNY SHEFFIELD

with HENRY STEPHENSON • MADAME MARIA OUSPENSKAYA
BARTON MacLANE • DON DOUGLAS

Produced by SOL LESSER
Associate Producer and Director KURT NEUMANN
Screen Play by Hans Jacoby and Marjorie L. Pfaelzer
Based Upon the Characters Created by EDGAR RICE BURROUGHS

Re-Released by
RKO RADIO PICTURES

(These motion pictures available individually or as a combination)

Shortages

(Continued from page 1)

with theatre equipment manufacturers for Jan. 10.

At one point the NPA statement explained that it had decided that "broadly speaking" there were enough theatres and other amusement facilities in view of the need for material in defense production. Another point was that critics claimed that many materials used in theatre construction are not critical, whereas actually they are. Still another point was that non-essential production had to be limited to save manpower just as much as to save materials.

Strategic Materials

"The motion picture industry is making a contribution to the rearmament program by not using strategic materials that would go into construction," the NPA statement concluded.

Materials used in construction of theatres are not only used to construct other types of buildings but also to manufacture equipment vital to the defense effort, it declared. "Too often," it said, "theatre construction or remodeling is thought to be largely a matter of iron and steel, whereas their use is relatively small. It is frequently forgotten that theatre construction and remodelling use other materials of great importance to the defense effort": hardware, plumbing, lighting, heating and ventilating, sound and projection equipment all use large amounts of metals such as aluminum and copper, NPA said, and "the construction ban will effectively lessen the consumption of such critical materials."

New RKO Firms Emerge

(Continued from page 1)

declares that the trustee cannot have any interest in the new picture company nor any financial obligation to or from Hughes.

One significant provision states that the government intends to file a motion this month to empower the trustee to sell Hughes' stock if he has not done so himself within one year. Hughes declares he will oppose this motion.

The signing of final papers on Friday marked the completion of the divorcement of production and distribution from exhibition by the second major film company under consent decrees ending the government anti-trust suit against them initiated in 1938.

A year ago Paramount completed divorcement under a consent decree and Warner will present its consent decree to the New York Statutory Court on Thursday. Twentieth Century-Fox has indicated that an agreement with Justice Department is likely to be reached before March 15, the date of its latest extension.

Loew's the last of the major production-distribution-exhibition firms required to separate, also reportedly may seek a consent decree.

Under terms of the RKO decree, Howard Hughes, owner of 23 per cent of the stock of the former RKO corporation, must trustee his 929,028 shares of stock in the new RKO Theatres Corp. Other stockholders, who will receive shares in both new companies, may continue to own and control stock in both.

The new production-distribution company, RKO Pictures Corp., is headed by Ned E. Depinet, president; Noah Dietrich, chairman of the board; J. Miller Walker, vice-president, counsel and secretary; William H. Clark, treasurer; Garrett Van Wagner, comptroller; Walter C. Derham and Edwin J. Smith, Jr., assistant treasurers, and Joseph J. Laub, assistant secretary.

Officers of the RKO Theatres Corp. are Sol J. Schwartz, president; William W. Howard, vice-president; Thomas F. O'Connor, vice-president and treasurer; William F. Whitman, secretary; Oliver R. McMahon, comptroller; Edward W. Avery, Harold E. Newcomb and John E. Redmond, assistant treasurers, and Louis Joffe and Milton Maier, assistant secretaries.

Scanlon to RKO

HOLLYWOOD, Jan. 1.—Ernest L. Scanlon, former vice-president of Vanguard Productions, will join RKO tomorrow as studio manager. The post has been vacant since the resignation six months ago of Leon Goldberg, now vice-president of Universal.

Hope-Paramount Sign

HOLLYWOOD, Jan. 1.—Bob Hope has signed a new long term exclusive contract with Paramount, which introduced him to pictures in 1937. Hope also signed an exclusive long term radio contract with NBC, which includes television appearances.

'U' Changes

(Continued from page 1)

the post of president of Universal-International Films, the foreign distribution subsidiary of Universal.

Officially assuming their new posts under Daff with the new year will be Charles J. Feldman as the newly-appointed domestic sales manager and Americo Aboaf as foreign sales manager. Feldman has been elected a vice-president of Universal Film Exchanges, the operating domestic distribution subsidiary and Aboaf is a vice-president of Universal-International Films, the foreign distribution subsidiary.

Also with the start of the new year, W. A. Scully assumes the post of domestic sales consultant of Universal Pictures, a post he will hold for the next four years while Joseph H. Seidelman will start a two-year tenure in a consultive capacity on a non-exclusive basis.

Also assuming new posts with the start of the new year will be Peter T. Dana as Eastern sales manager, a promotion from district manager to fill the post previously held by Feldman.

Jeff Livingston assumes the new post of Eastern advertising manager with the new year and Henry A. (Hank) Linet, who had been Eastern advertising manager, moves into the newly-created post of sales promotion manager, both under David A. Lipton, newly-elected vice-president in charge of advertising and publicity. Livingston will continue to handle the promotion of J. Arthur Rank productions, a post he held prior to his promotion.

PARAMOUNT TRADE SHOWS
Jan. 9th to 24th, 1951
• • •
GENE TIERNEY · JOHN LUND
in
"THE MATING SEASON"
with
MIRIAM HOPKINS · THELMA RITTER
Jan Sterling
A MITCHELL LEISEN Production
Produced by CHARLES BRACKETT
Directed by MITCHELL LEISEN
Written for the screen by Charles Brackett, Walter Reisch and Richard Breen

CITY	PLACE OF SCREENING	DATE
ALBANY	MADISON THEATRE	TUES. JAN. 16 ... 8 P.M.
ATLANTA	FOX THEATRE	WED. JAN. 10 ... 8 P.M.
BOSTON	METROPOLITAN THEATRE	TUES. JAN. 9 ... 8 P.M.
BUFFALO	PARAMOUNT THEATRE	TUES. JAN. 9 ... 8:30 P.M.
CHARLOTTE	PARAMOUNT PROJ. ROOM, 305 S. Church St.	WED. JAN. 10 ... 10 A.M.
CHICAGO	PARAMOUNT PROJ. ROOM, 1306 S. Michigan Ave.	WED. JAN. 10 ... 1:30 P.M.
CINCINNATI	CAPITOL THEATRE	THUR. JAN. 11 ... 9 P.M.
CLEVELAND	STATE THEATRE	TUES. JAN. 23 ... 8:30 P.M.
DALLAS	MAJESTIC THEATRE	WED. JAN. 17 ... 6 P.M.
DENVER	DENHAM THEATRE	MON. JAN. 22 ... 7:45 P.M.
DES MOINES	DES MOINES THEATRE	WED. JAN. 24 ... 8:30 P.M.
DETROIT	PARAMOUNT PROJ. ROOM, 479 Ledyard Ave.	WED. JAN. 10 ... 1:30 P.M.
INDIANAPOLIS	CIRCLE THEATRE	WED. JAN. 17 ... 8:30 P.M.
JACKSONVILLE	FLORIDA THEATRE	WED. JAN. 10 ... 8 P.M.
KANSAS CITY	PARAMOUNT THEATRE	TUES. JAN. 23 ... 9 P.M.
LOS ANGELES	PARAMOUNT THEATRE, Hollywood	MON. JAN. 22 ... 8:30 P.M.
MEMPHIS	PARAMOUNT PROJ. ROOM, 362 So. 2nd St.	WED. JAN. 10 ... 2:30 P.M.
MILWAUKEE	PARAMOUNT PROJ. ROOM, 1121 No. 8th St.	WED. JAN. 10 ... 2 P.M.
MINNEAPOLIS	PARAMOUNT PROJ. ROOM, 1201 Currie Ave.	WED. JAN. 10 ... 1:30 P.M.
NEW HAVEN	PARAMOUNT THEATRE	MON. JAN. 8 ... 8:30 P.M.
NEW ORLEANS	SAENGER THEATRE	FRI. JAN. 19 ... 8:30 P.M.
NEW YORK CITY	PARAMOUNT THEATRE	MON. JAN. 22 ... 8:30 P.M.
OKLAHOMA CITY	CRITERION THEATRE	MON. JAN. 15 ... 8 P.M.
OMAHA	PARAMOUNT. PROJ. ROOM, 1704 Davenport St.	WED. JAN. 10 ... 1 P.M.
PHILADELPHIA	PARAMOUNT PROJ. ROOM, 248 No. 12th St.	WED. JAN. 10 ... 2 P.M.
PITTSBURGH	LOEW'S PENN THEATRE	WED. JAN. 10 ... 8:30 P.M.
PORTLAND	ORPHEUM THEATRE	MON. JAN. 22 ... 8:30 P.M.
ST. LOUIS	FOX THEATRE	MON. JAN. 15 ... 8:30 P.M.
SALT LAKE CITY	PARAMOUNT PROJ. ROOM, 270 E. 1st So. St.	WED. JAN. 10 ... 1:30 P.M.
SAN FRANCISCO	PARAMOUNT THEATRE	WED. JAN. 10 ... 8:15 P.M.
SEATTLE	PARAMOUNT THEATRE	FRI. JAN. 12 ... 8:45 P.M.
WASHINGTON	PARAMOUNT PROJ. ROOM, 306 H St., N.W.	MON. JAN. 15 ... 1:30 P.M.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 69. NO. 2 NEW YORK, U. S. A., WEDNESDAY, JANUARY 3, 1951 TEN CENTS

MGM, 20th to Hear NCA's Rental Plan

First of Majors to Set Confabs With Group

Sales representatives of two major film companies have agreed to meet with North Central Allied's "fair rental" committee, due here Saturday from Minneapolis.

M-G-M will meet with the group next Wednesday, with Charles Reagan, Henderson M. Richey and E. M. Saunders representing the company. William F. Rodgers, distribution vice-president, is in Florida on vacation.

A tentative date for Monday or Tuesday has been arranged for a similar discussion by 20th Century-Fox, it was said yesterday. It is likely that A. W. Smith, Jr., distribution vice-president, will attend.

The NCA committee is coming to New York to present a plan con-

(*Continued on page 7*)

$3,900,000 Trust Suit

NEW ORLEANS, Jan. 2.—Mrs. Henry Lazarus, S. and L. Theatres, Inc., Jadel Theatres, Inc., and Henry Lazarus Theatres, Inc., have filed suit in Federal District Court here asking damages totaling $3,900,000 against several motion picture producers and distributors and local theatre operators.

Defendants include Paramount, Loew's, Metro - Goldwyn - Mayer, Radio-Keith-Orpheum, RKO Radio,

(*Continued on page 7*)

Mayer Tops Loew's 1950 Salary Listing

Louis B. Mayer, Loew's studio vice-president, received in the last fiscal year remuneration totaling $300,000 to lead all other company officers in a salary listing made available here yesterday. Second highest remuneration was received by Nicholas M. Schenck, company president, whose total was recorded as $224,767.

In the case of Mayer, salary, expenses, etc. amounted to $156,428, with the additional $143,571 representing a

(*Continued on page 2*)

Phonevision Test Starts Smoothly; Wins Praise

Harvey Succeeded By Ben Levin

San Francisco, Jan. 2.—Rotus Harvey, not choosing to run again for the presidency of the Independent Theatre Owners of Northern California, has been succeeded by Ben Levin. Others elected were Homer I. Tegtmeier, vice-president, and Harry P. Franklin, secretary-treasurer. The new board is composed of Harvey, David Bolton, Lee Dibble, Julian A. Harvey, William Helm, Dave Richards, Edward C. Rowden and Sid Weisbaum.

First monthly luncheon-meeting of 1951 will be held on Wednesday, Jan. 10, at the Variety Club.

By DAN BLUE

CHICAGO, Jan. 2.—Zenith Radio Corporation's Phonevision test got off to a very good start here yesterday. Programs started on time, went off without a hitch, and technically were all that could be expected. Sound and quality of the three initial attractions —"April Showers," "Welcome Stranger" and "Homecoming"—were excellent, definitely better than most of the films being shown on TV today. This was due to the fact that only new prints are being used in the test.

Audience reaction at a special showing of Phonevision at the Drake Hotel was very favorable. The audience of some 20 persons gave the films their rapt attention and expressed delight with the whole project. One observer said Phonevision was like a "junior theatre." The Chicago press reacted very favorably.

Phonevision operation is simple. A telephone call and the flicking of a few gadgets turns a jumbled mess on the screen into a clear picture. TV sets without Phonevision attachments show the film in a jumpy, garbled manner, although not so messed up that it is completely unintelligible. The sound is understandable on all sets.

Prior to each showing of Phonevi-

(*Continued on page 7*)

Holiday Take Good At N. Y. Runs; 'Yesterday' High

Operators of Broadway's first-runs are adding up the figures of the New Year's weekend and in the main find them eminently satisfactory but not sensational in comparison with past years. New Year's Eve, which found Times Square packed with 850,000 persons—100,000 more than last year —was universally good for motion picture houses of that area, with most featuring special shows at advanced admissions.

Otherwise, the holidays found those theatres with strong product steadily playing to capacity or near-capacity and a few outstanding bills doing outstanding business.

(*Continued on page 6*)

U. S. Urges Theatres To Play Korean Film

Twentieth Century-Fox yesterday announced distribution of a 30-minute subject, "Why Korea?", which outlines in dramatic terms the reasons behind our current struggle in the Far East.

Produced at the company's studio under the aegis of production chief Darryl F. Zanuck, the picture is an outgrowth of talks between Zanuck

(*Continued on page 6*)

Government Moving Toward Metals Curb

WASHINGTON, Jan. 2.—Complete government control of all metals and other raw materials has moved a step closer as the National Production Authority issued an order barring the use of copper in more than 300 "non-essential" goods.

The copper order was the first NPA

(*Continued on page 7*)

Deneau Quits SRO, Will Join Lopert

Sid Deneau has resigned as vice-president in charge of sales of the Selznick Releasing Organization to become vice-president of the new Ilya Lopert Film Distributing Co., effective Jan. 15. He will also be in charge of sales in his new post.

No successor to Deneau has been named yet by David O. Selznick. Some of the former's duties will be handled

(*Continued on page 6*)

Court Okays Hughes Stock Trusteeship

Irving Trust Gets Power To Vote Theatre Issues

The three-judge U. S. statutory court here yesterday approved the stipulation entered into by the government, RKO and Howard Hughes to have Irving Trust Co. act as trustee of Hughes' stock in the new RKO Theatres Co.

The order, signed by the court, pointed out that the trustee shall have the power to vote the stock "in the best way it sees fit and in the best interests of the new theatre company."

It is further stipulated that the stock shall be issued to and stand in the name of the trustee as such on the books of the new theatre company, but Hughes shall be the equitable owner.

Compensation to the trustee is to

(*Continued on page 7*)

Jackson Park Decree Stays

CHICAGO, Jan. 2.—Federal Judge Michael Igoe today overruled the motion of Balaban and Katz to modify the Jackson Park decree.

The ruling came this afternoon after three hours of oral arguments between Tom McConnell, Jackson Park Theatre attorney, and Alfred Teton, B&K attorney. B&K had petitioned a period of clearance after Loop runs, the lifting of the two-week run limitation on films in B&K Loop theatres

(*Continued on page 6*)

$427,108 Drop in Loew's Foreign Net

Net income of Loew's consolidated foreign subsdiaries for the last fiscal year totaled $879,163, representing a drop of $427,108 from the $1,306,271 recorded for the prior fiscal year, according to a year-end report released here yesterday.

It was indicated additionally that the capital stock investment of Loew's and Loew's International in 73 wholly-owned subsidiaries, including four foreign corporations operating under the

(*Continued on page 6*)

Personal Mention

ERIC A. JOHNSTON, president of the Motion Picture Association of America, plans to fly to Uruguay early this year to attend a film festival there.

•

A. W. SCHWALBERG, president of Paramount Film Distributing Corp. and MAX YOUNGSTEIN, vice-president in charge of advertising-publicity, will leave here tomorrow for Los Angeles, to attend a regional booker-salesman's meeting in that city on Jan. 6-7.

•

HENDERSON M. RICHEY, M-G-M exhibitor relations head, will be in Lincoln, Neb., on Saturday to attend a dinner given by ROBERT LIVINGSTON, head of the Nebraska Theatre Owners of America unit, in honor of the state's Congressional delegation.

•

BERNARD G. KRANZE, ELC's general sales manager, will leave here this week for visits to ELC exchanges in Dallas, Oklahoma and Memphis.

•

FRANK SCHILKEN, JR., was reelected business representative of the Minneapolis operator's Local No. 219.

•

JUDD BERNARD of Robert Lippert Productions studio publicity staff, has arrived here from the Coast.

•

HENRY KOSTER and his family arrived here yesterday aboard the *SS Queen Mary* from Europe.

•

FOSTER M. BLAKE, Western sales manager for Universal Picture, is in Los Angeles from New York.

•

GAEL SULLIVAN, executive director of the Theatre Owners of America, is spending this week in Washington.

•

JAMES STEWART arrived here from England yesterday.

WB Sets Premiere of 'Operation Pacific'

Supporting star Philip Carey will be a guest of honor at the world premiere of "Operation Pacific," on Jan. 9, when the Warner film has a special invitational showing at the New London U. S. Naval Submarine Base. Carey appears with John Wayne and Patricia Neal in the film.

Special trains from New York and Boston will take newspaper, magazine, radio and wire service representatives to the Submarine Base to witness demonstrations of modern submarine techniques, with the showing of "Operation Pacific" as the day's feature event.

Pascal-RKO Sign

HOLLYWOOD, Jan. 2.—Gabriel Pascal has signed a contract with RKO to produce three pictures here, the first of which will be George Bernard Shaw's "Androcles and the Lion." The services of Jean Simmons, who is reportedly committed to Pascal for three films, are also included in the deal.

Review

"The Steel Helmet"

(Lippert Productions) *Hollywood, Jan. 2*

THIS best and timeliest Lippert production to bear that trademark to date takes its audience straight into the heart of the Korean conflict, searchingly revealing the exact nature of the fighting there in terms of what happens to a mixed company of infantrymen, and closes on the terse terminal notation that "There is no end to this story."

Written, produced and directed by Samuel Fuller, the film is as timely as today's front-line dispatches, and is more informative with relation to the things our soldiers are doing and having done to them. Realistic is a better word than grim for the graphically-presented experiences of the men ordered to establish an observation post in the rice fields and defend it until the artillery can be brought up.

Writer-producer-director Fuller opens his picture on the figure of a veteran sergeant left for dead by Korean Reds who have machine-gunned his company after binding their hands behind them. As he crawls out from a circle of dead comrades, a South Korean boy unties him and follows him into the jungle mists where they eventually meet and join up with an infantry platoon searching for a pagan temple sought for use as an observation post. The sergeant, played with authority by newcomer Gene Evans, is the key figure in dramatic events preceding, during and following the platoon's occupation of the temple, but all members of the all-male cast are principals and all give impressive performances, including Robert Hutton, Steve Brodie, James Edwards, Richard Loo, Sid Melton, Richard Monohan, William Chun, Harold Fong, Neyle Morrow and Lynn Stallmaster.

Strictly chronological in its development, and with the unexpected-but-logical employed with considerable skill as a dramatic tool, Fuller's story is a splendid piece of craftsmanship. William Berke served as associate producer. Ernest W. Miller's photography is outstanding.

Running time, 84 minutes. General audience classification. Release date, February 2.

WILLIAM R. WEAVER

Monogram Has 10 Of 29 Completed

HOLLYWOOD, Jan. 2.—Since announcing the company's 1951 schedule three months ago, Monogram has completed 10 of the 29 features promised, exclusive of the western series, has 12 in advance preparation stages and seven about to be assigned to writers. Of the 10 already completed, three, "A Modern Marriage," "Joe Palooka in the Squared Circle" and "Father's Wild Game," have been released.

Others finished and awaiting release are "Cavalry Scout," "Sierra Passage," "Lion Hunters," "Bowery Battalion," "Rhythm Inn," "Navy Bound" and "According to Mr. Hoyle."

Being readied for early 1951 production are "Flight to Mars," "The Big Top," "Rodeo," "Submarine School," "Elephant Stampede," "Ghost Chasers," and "The Ottawa Story."

UK Citations to Wilcox, 2 Others

LONDON, Jan. 2.—Herbert Wilcox has been made Commander of the Order of the British Empire under the New Year's honors list. Also, Arthur Jarratt, managing director of British Lion Film Corp., has been made an honorary captain of the Royal Navy for his services in supplying films to the fleet.

Mary Field, director of the children's film department of Gaumont-British Instructional, was awarded the Order of the British Empire.

Loew's Boston Profit

BOSTON, Jan. 2.—The net profit of Loew's Boston Theatres Co. for the fiscal year ended Aug. 31, 1950 was listed at $145,783 in a company statement. Gross income was $1,551,183, expenses, $1,159,652 and taxes, $135,398.

20th Progresses in Conversions of Stock

The response of company stockholders to 20th Century-Fox's request made in 1949 to exchange shares of Fox Film Corp. stock for that of 20th Century-Fox Film Corp. has been "most gratifying," Donald A. Henderson, 20th-Fox secretary, has reported to stockholders.

In a statement dated April 1, 1949, the company asked holders of fractional shares of Class A common of the old Fox Film, and holders of fractional shares of preferred and common of 20th-Fox to eliminate the large number of fractional shares then outstanding. The fractional shares had become "extremely burdensome" to the company and its dividend disbursing agent, and the cost of handling in many cases exceeded the amount of the dividend check itself, the company statement pointed out. Holders were urged to dispose of fractional shares or buy additional fractional shares to bring holdings to full shares.

Keegan Quits Post; Seligman Succeeds

CINCINNATI, Jan. 2.—Jack R. Keegan, vice-president and general manager of Northio Theatres with headquarters here, has resigned. He is succeeded by Selig J. Seligman from the home office of United Paramount Theatres. The Northio circuit extends throughout Ohio and nearby territory.

Mori Krushen's Daughter

Ruth Krushen, daughter of Mori Krushen, director of exploitation for United Artists, died at midnight New Year's Eve, after a lingering illness. She was 17.

Newsreel Parade

REPORTS from Korea and a message from Gen. Eisenhower are current newsreel highlights. Other items are the last films of the late Gen. Walker, and sports. Complete contents follow:

MOVIETONE NEWS, No. 1—UN forces leave Hungnam in flames. Last films of General Walker. Pope ends 1950 Holy Year. Evening hat fashions. Sports.

NEWS OF THE DAY, No. 236—Gen. Eisenhower's New Year's message. New York gets "new look." Report from Korea. Korea's "Little Joe." Sports.

PARAMOUNT NEWS, No. 38—Story of 1950.

TELENEWS DIGEST, No. 1-A—Korean civilians flee Reds. Gen. Lattre de Tassigny in Indo-China. New crash rescue boat. Ambassador Gifford in London. Bathing fashions. Track.

UNIVERSAL NEWS, No. 418—Report from Korea. "Harvey" premiere aids Heart Fund. Sports review.

WARNER PATHE NEWS, No. 41—UN builds international force in Korea. Furs for evening, 1951. News from the world of sport.

Review of 1950 in ParamountNewsreel

A special press screening was held here yesterday by Paramount News of its current newsreel release which features a review of the highlights of 1950. The reel is currently reaching theatres throughout the country.

Characterizing 1950 as "Democracy's year of courage," the reel's big story is of course the war in Korea. Most of the eight minutes of running time is taken up by the pictorial reporting of this event.

However the reel is not without other absorbing stories, all of which captured the headlines in the year past.

The reel is a moving Auld Lang Syne.—M. H.

Loew's Salary List

(*Continued from page* 1)

bonus and profit-sharing. Schenck's salary and expenses came to $130,357, with the additional $94,410 classified as a bonus and share in profits.

J. Robert Rubin and Edgar J. Mannix, vice-presidents, also received bonuses and profit shares in addition to their respective remunerations of $214,900 and $202,606, as follows: Rubin, $104,285 salary, $110,614 bonus and profit-sharing; Mannix $159,035 salary, $43,571 bonus and profit.

Salaries of other officers, who did not receive bonuses or share in profits, were listed as follows: Charles C. Moskowitz, vice-president and treasurer, $156,428; Joseph R. Vogel, vice-president, $156,428; Leopold Friedman, vice-president, secretary and counsel, $130,357; William F. Rodgers, vice-president, $114,714. Pursuant to Rodgers' employment contract, the company deposited in escrow during the last fiscal year $78,000. Under the terms of the contract, payments to Rodgers of $1,738 monthly are being made out of a fund previously deposited in escrow.

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Motto for 1951:

"LET'S GET OFF OUR FILM CANS AND GO TO WORK!"

LET'S ROLL UP OUR SLEEVES TO ROLL UP THE GROSSES!

MATCH OUR GREAT PRODUCT WITH YOUR GREAT PEP!

Below are just a few of the Big M-G-M Shows that inspire Showmanship!

KING SOLOMON'S MINES *(Technicolor)*
Deborah Kerr, Stewart Granger, Richard Carlson

★ ★ ★

KIM *(Technicolor)*
Errol Flynn, Dean Stockwell, Paul Lukas, Robert Douglas, Thomas Gomez, Cecil Kellaway, Arnold Moss

★ ★ ★

THE MAGNIFICENT YANKEE
Louis Calhern, Ann Harding

★ ★ ★

GROUNDS FOR MARRIAGE
Van Johnson, Kathryn Grayson, Paula Raymond, Barry Sullivan, Lewis Stone, Reginald Owen

★ ★ ★

VENGEANCE VALLEY *(Technicolor)*
Burt Lancaster, Robert Walker, Joanne Dru, Sally Forrest, John Ireland, Ray Collins

★ ★ ★

MR. IMPERIUM *(Technicolor)*
Lana Turner, Ezio Pinza, Marjorie Main, Barry Sullivan, Sir Cedric Hardwicke

★ ★ ★

THE RED BADGE OF COURAGE
Cast of Thousands including
Audie Murphy, Bill Mauldin

★ ★ ★

ROYAL WEDDING *(Technicolor)*
Fred Astaire, Jane Powell, Peter Lawford, Sarah Churchill, Keenan Wynn, Albert Sharpe

★ ★ ★

ACROSS THE WIDE MISSOURI *(Technicolor)*
Clark Gable, Ricardo Montalban, John Hodiak, James Whitmore, Adolphe Menjou, J. Carrol Naish

★ ★ ★

THREE GUYS NAMED MIKE
Jane Wyman, Van Johnson, Howard Keel, Barry Sullivan

SHOW BOAT *(Technicolor)*
Kathryn Grayson, Ava Gardner, Howard Keel, Joe E. Brown, Marge & Gower Champion, Agnes Moorehead

★ ★ ★

FATHER'S LITTLE DIVIDEND
Spencer Tracy, Joan Bennett, Elizabeth Taylor

★ ★ ★

SOLDIERS THREE
Stewart Granger, Walter Pidgeon, David Niven, Robert Newton, Cyril Cusack, Greta Gynt, Frank Allenby

★ ★ ★

THE PAINTED HILLS *(Technicolor)*
Lassie, Paul Kelly, Bruce Cowling, Gary Gray

★ ★ ★

INSIDE STRAIGHT
David Brian, Arlene Dahl, Barry Sullivan, Mercedes McCambridge, Paula Raymond, Claude Jarman, Jr., Lon Chaney

★ ★ ★

CALLING BULLDOG DRUMMOND
Walter Pidgeon, Margaret Leighton, Robert Beatty

★ ★ ★

KIND LADY
Ethel Barrymore, Maurice Evans, Angela Lansbury, Keenan Wynn

★ ★ ★

GO FOR BROKE!
Van Johnson and All-Star Cast

★ ★ ★

THE GREAT CARUSO *(Technicolor)*
Mario Lanza, Ann Blyth, Dorothy Kirsten, Jarmila Novotna, Blanche Thebom, Teresa Celli, Richard Hageman, Carl Benton Reid

★ ★ ★

RICH, YOUNG AND PRETTY *(Technicolor)*
Jane Powell, Wendell Corey, Danielle Darrieux, Vic Damone, Marcel Dalio, Jean Murat, Fernando Lamas

AN AMERICAN IN PARIS *(Technicolor)*
Gene Kelly, Leslie Caron, Oscar Levant, Georges Guetary

★ ★ ★

IT'S A BIG COUNTRY
All Star Cast

★ ★ ★

TERESA
Pier Angeli, John Ericson

★ ★ ★

PEOPLE VS. O'HARA
Spencer Tracy

★ ★ ★

EXCUSE MY DUST *(Technicolor)*
Red Skelton, Sally Forrest, Macdonald Carey, William Demarest, Monica Lewis, Raymond Walburn

★ ★ ★

STRICTLY DISHONORABLE
Ezio Pinza, Janet Leigh

★ ★ ★

SCARAMOUCHE
Stewart Granger, Ava Gardner, Ricardo Montalban

★ ★ ★

THE STRIP
Mickey Rooney, Jimmy Durante

★ ★ ★

LOVE IS BETTER THAN EVER
Elizabeth Taylor, Larry Parks

★ ★ ★

THE LAW AND LADY LOVERLY
Greer Garson, Michael Wilding, Fernando Lamas, Marjorie Main

★ ★ ★

And Remember!

1951 is the Year of "QUO VADIS"!

M-G-M No. 1 IN 1951!



Paramount

MARTIN AND LEWIS S

COMEDY SMASH "AT W

Yep—they're in the army now! In a laugh-filled screen version of Broadway's fun-packed stage play.

Paramount presents Dean Martin and Jerry Lewis in "AT WAR WITH THE ARMY" with Polly Bergen • Executive Produc
Abner J. Greshler • Directed by Hal Walker • Written for the Screen and Produced by Fred F. Finkelhoffe • Based on a Play b
James B. Allardice • Songs by Mack David and Jerry Livingston



'ARRED IN NEW YEAR

AR WITH THE ARMY"!

America's funniest team in their newest, most hilarious hit! They'll premiere at specially selected New Year's Eve midnight dates—preceding coast to coast engagements throughout the month of January . . .

FROM THE ROAR-FRONT—COME THESE HIGHLIGHTS:



rry serves up novelty number, "The Navy ets the Gravy But the Army Gets the Beans!"



For the record, it's Dean crooning "You and Your Beautiful Eyes" to lovely Polly Bergen.



Going your way! They're making like Bing and Barry with "Too Ra Loo Ra Loo Ral"!



epers, how the gorgeous dames fall for Sgt. ean Martin's special brand of romancing!



Jerry Lewis goes AWOL, disguised as a fascinating blonde spy with hair on her chest!



At camp show the famous team sings "Tonda Wanda Hoy," the hit you'll hear everywhere.

National Pre-Selling

WHAT is described by 20th Century-Fox as the first "round-the-world fashion tour" will introduce "Bird of Paradise" to audiences in 15 countries by way of a global junket for which plans are now completed.

The tour will kick off late next month following the first "Bird of Paradise" fashion show in New York. A group of 20 newspaper, magazine syndicate and allied press representatives will be invited to take part in the junket, along with 12 top fashion models. Now nearing completion are plans to travel aboard a private four-engined Stratocruiser visiting 20 foreign capitals and key cities in 15 countries. In each city where "Bird of Paradise" fashions are staged, local models will join the American "Paradise" girls in the showing and display native fashions created for the film. The proceeds of each city's fashion show to be attended by government, industry and society figures, will be donated to local charities.

The itinerary will begin in New York and embrace San Francisco, Honolulu, Auckland, N. Z., Sydney, Melbourne, Brisbane, Singapore, Bommay, Johannesburg, Capetown, Cairo, Tel Aviv, Athens, Rome, Zurich, Paris, Brussels, Stockholm, London, Glasgow, Dublin and then back to New York, arriving in the United States by Easter in time for the world premiere of the picture.

•

A cosmetic tieup between 20th Century-Fox and the Dorothy Gray Company will result in full-page, two-color ads for "Bird of Paradise," in the April issues of *Ladies Home Journal*, the *New Yorker, Good Housekeeping, Woman's Home Companion, Glamour, Mademoiselle* and *Harper's Bazaar*. The tieup also includes heavy merchandising and local newspaper ads by way of department stores in which Debra Paget, who plays the feminine lead, will be featured.

Three new manufacturers will create and merchandise "Bird of Paradise" styles for the Easter market. They are: Filcol, which makes evening dresses; Clairol, maker of a nationally known hair tint, and Majestic, makers of compacts for women.

•

The most extensive book program in the history of the Walt Disney studio is nearing completion in behalf of "Alice in Wonderland," to be released next year. With 13 different books and distribution set through 125,000 outlets across the nation, it is estimated that more than 13,500,000 copies will be sold. All books will be in distribution before the picture is released, some as much as three to five months in advance of playdates.

An additional impetus for the heavy promotion campaign being built for the film will be in the form of an "Alice in Wonderland" newspaper comic feature. Beginning in August and continuing for 16 consecutive Sundays, the color comic will appear in key Sunday newspapers from Coast-to-Coast in half-page format with a total circulation that will run into millions. The strip will be syndicated nationally and internationally by King Features Syndicate.

—WALTER BROOKS

NY Grosses

(*Continued from page* 1)

The Victoria reports the best holiday week in years, with "Born Yesterday" due to take in $55,000 for its second week. "Harvey" at the Astor also topped last year's holidays with a very good $46,000 in sight.

A house record of $19,000 for the Bijou, where "Cyrano de Bergerac" is in the eighth week of its reserved seat, two-a-day policy, is forecast. Extra shows made the high figure possible.

Among the larger stage and film houses, Radio City Music Hall maintained a steady pace throughout the week, with $109,000 reported for the four-day weekend and $170,000 due for the fifth week of "Kim" and the Christmas show. The complete package will hold until Jan. 10.

'Mr. Music'

"Mr. Music" at the Paramount has been packing the customers in every night and is building up to a splendid $95,000 for a second week. Louis Prima's band is on stage. The Strand reports a good $40,000 for the weekend of "West Point Story," but the estimate of $50,000 for the second week is well below the figure for the similar week in 1949-50.

"Pagan Love Song" at the Capitol took in $89,440 for the week beginning Christmas and ending New Year's Eve, excellent business. Admissions for the initial eight days totalled 90,802 persons. The picture, aided by a stage show featuring the Ink Spots, is expected to continue at a lively clip.

The Roxy took in $71,000 over the holiday weekend with "For Heaven's Sake" and its Christmas show, but the final six-day stanza sees only $80,000 due, a figure that represents good business but not of holiday caliber. The house will close all day Thursday for a benefit premiere that evening of "Halls of Montezuma."

At the Rivoli, "The Mudlark" maintained a good pace, giving the box-office an estimated $38,000 for a second week, which is very good business. "The Flying Missile" at Loew's State was frankly disappointing in its holiday run, with a first week's $20,000 likely to be followed by $15,000 for the second.

'Stars in My Crown'

"Stars in My Crown" picked up at the Park Avenue, where $5,500 is due for a second week. At the Sutton, "Trio" continues its strong, long run with $12,500 in sight for a 13th week. "Seven Days to Noon,"the British thriller playing at the Trans Lux 52nd Street, is still doing terrific business with $18,000 due for a third week.

"Where Danger Lives" opened well at the Criterion on Saturday and has a healthy $22,000 due for the first week. The Criterion's Christmas show, a special engagement of Disney's "Pinocchio" and "Make Mine Music," has moved over to the Gotham for an indefinite run.

The Mayfair opened "The Milkman" on Saturday and the outlook is about $16,000 for the first week, rather mild for a holiday period.

Montez Wins Suit

LOS ANGELES, Jan. 2.—A judgment for $38,000 was today returned in favor of actress Maria Montez in her suit against Seymour Nebenzal, independent producer, for unpaid salary by the Superior Court here. The suit involved "Siren of Atlanta."

SWG Questionnaires Would Aid Govt.

Hollywood, Jan. 2.—Screen Writers Guild has dispatched to its membership questionnaires eliciting data on their educational and experience backgrounds, including foreign languages, countries, and personal availability for remote assignments.

Purpose is to amass data for reference when, as, and if, government agencies request writer services for training films or others required during an emergency.

U.S. Urges Theatres

(*Continued from page* 1)

and President Truman earlier this summer.

"So enthusiastic is official Washington about the film that Presidential Assistant John R. Steelman is personally urging exhibitors by letter to play it as a public service," said the company.

Basic purpose of the subject is to inform the American public of the reasons for the United Nations' firm stand against aggression throughout the world.

Deneau Quits SRO

(*Continued from page* 1)

by Leonard Case, assisted by Sam Sigman, who remain on the SRO staff here.

Deneau, who held his present post with SRO for the past several years, entered the industry 24 years ago with the former Fox Film Co. He was successively film buyer for Fabian Theatres and general manager of the Schine Circuit. During World War I he was a major on the general staff in Washington.

Loew's Foreign Net

(*Continued from page* 1)

parent company's banner and 69 domestic and foreign corporations within the framework of the international firm, totals $3,136,883.

Net income during the last fiscal year for Loew's International's 25 domestic corporations was $156,977, while the same company's 20 foreign corporations earned $474,292, a breakdown of the overall total shows. In the prior fiscal year 24 Loew's International domestic corporations had an income of $17,568, whereas the then-owned 20 foreign subsidiaries earned $1,008,040.

The breakdown shows that the parent company's four foreign corporations earned $247,893 during the last year, against $280,662 during the prior fiscal year.

Loew's points out in its report that investments in 21 non-consolidated subsidiaries in Continental Europe and the Far East were written off in 1942. Three such subsidiaries were acquired since Aug., 1942, but are not carried at any value in the consolidated financial statements for the last fiscal year. Recoveries of assets and earnings from such countries are indeterminable in terms of U. S. dollars, the company states. It is reported also that many of the non-consolidated subsidiaries have resumed operations under varying restrictions in the respective countries.

NEWS in Brief . . .

PITTSBURGH, Jan. 2. — Trueman Rembusch, president, and Abram F. Myers, board chairman of Allied States Association, have indicated they will attend the 30th annual convention of Allied of Western Pennsylvania to be held on Jan. 16-17 at the William Penn Hotel here, according to Norman Mervis, convention chairman.

•

The board of the Motion Picture Association of America is scheduled to meet here next Tuesday to consider Eagle Lion Classics' appeal of the Production Code Administration denial of a seal of approval to J. Arthur Rank's "Oliver Twist," and possibly to set a new date for an East-West meeting of company president and studio executives.

•

ATLANTA, Jan. 2.—Clyde Goodson, former branch manager of the Paramount exchange here and later transferred to the Jacksonville branch, died there on Dec. 28 of a heart attack. Surviving him are the widow, and a son. Services were held in Atlanta.

Jackson Park

(*Continued from page* 1)

and the right to double feature films in the Loop as it saw fit.

Summing up the case, Judge Igoe said, "This case originally had to do with the 'Chicago system of release'. A small independent theatre came into this court and asked relief from a monopoly. That relief was granted. The case was finished. It seems to me that all we've done here is retry the case.

"There is nothing wrong about long runs and periods of clearance *per se*. . . . But put together and used for the purpose of an unlawful end, they become illegal.

"Now I'm asked to make changes. These changes would be in violation of the Bigelow (Jackson Park) decree. Long runs and clearances in this case were basic evils. . . . That fact was determined in the original lawsuit. Now I'm asked to change things completely. It makes my position very difficult because in another court in this building before another judge a similar case was filed and a similar finding was made. (Reference was to the Milwaukee Towne case.) I'm asked to change all of those decisions. That doesn't make sense. It's inconsistent. If I grant the requests of the defendants, how could anyone have respect for me or for this court? Motion over-ruled."

Igoe did suggest that a possible solution to the situation might be an arrangement such as that worked out with RKO, whereby the RKO Grand was granted the right of extended runs just as long as the Grand and the RKO Palace released 15 pictures every 13 weeks between them.

Earlier in the afternoon Igoe had questioned McConnell about this RKO arrangement. McConnell said he had made a similar offer to B&K, in order a relieve the court of constant litigation, but that B&K turned down the offer. "They wanted more," he said. Teton, B&K's attorney, said to his knowledge no definite offer had ever been made.

When Igoe asked McConnell if the offer was still open, McConnell said it was.

Hughes

(Continued from page 1)

be fixed by the court upon the termination of the trust.

During the trusteeship, Irving Trust can have no financial interest in the new picture company or the new theatre company by way of loans, stocks or bonds, or be represented on the boards. It is agreed that if the trustee is empowered to sell the stock it shall not have any representative on the board of the theatre company. It is also agreed that the trustee shall not be connected with Hughes during the trusteeship.

Will Ask Stock Sale

Between all parties it is understood that the government shall move before the court for an order, returnable during this month, providing that the term of trusteeship shall include provision empowering and requiring the trustee, if Hughes shall not dispose of it, to sell the stock under terms and conditions to be established by the court at any time after one year from the date of entry of any order upon the government's motion. Hughes will contest such motion, it has been indicated.

The new picture company and the new theatre company, which emerged on Jan. 1 from the dissolution of the old RKO Corporation, yesterday filed with the court stipulations that in consequence of their having acquired their respective assets they agree to abide by the consent decree of Nov. 8, 1948.

Listed yesterday for the first time on the New York Stock Exchange, RKO Pictures opened at 3½ and closed at 3⅞. RKO Theatres opened at 4¼ and closed at the same price.

Curb on Metals

(Continued from page 1)

ruling on what are "essential" and "non-essential" items in view of the defense mobilization. Similar bans are in the works for aluminum, zinc and other scarce materials.

It is expected that by late spring the government will put into effect some sort of "controlled materials plan," pretty well controlling the use of most major materials.

Included in the copper ban are a long list of builders' hardware, building materials, furniture and fixtures, household electrical appliances, transportation equipment, and miscellaneous items such as juke boxes, reflectors, towel dispensers and toys. Significantly, however, the order permits the use of copper for so-called "functional" purposes in most of these items and is designed to ban the use only where substitutes can be found or where the copper is being used for trimmings or other non-functional uses.

Tax Bill to Truman

Tax developments were also included in weekend events. The House passed and sent to the White House the excess profits tax bill, including a two-point boost in the corporate surtax rate and a 30 per cent extra tax on "excess profits."

The President's council of economic advisers urged higher taxes, although no specific program was outlined. Indications were that there would be increases all along the line—corporation and individual income taxes, even some new or increased excises. Current Administration thinking on the excise question seems to be to use new or higher excises to reduce the demand for items in short supply.

Phonevision Test

(Continued from page 1)

sion a short announcement is made specifying FCC rulings that Phonevision operation now is only a test. The announcement further tells the 300 test families of their important role in the test and asks them to fill out in detail the special report post cards sent them weekly along with Phonevision programs. These cards, one to be sent in for each film a family elects to see, ask: How many people saw the movie? At what performance? Had they seen it before in a movie theatre? If so, did they like it better on TV than in the theatre? Was the film worth a dollar? What is your frank opinion of the film and the test in general? Such information will be compiled by Zenith for FCC and probably will not be released until the test is over.

Use Trailers

Along with the announcement which precedes each film is a short explaining the basic operation of Phonevision. Following each film is a trailer advertising the next attraction. Trailers are those made originally by film companies for theatres. Zenith would not reveal the number of families listening to the three Phonevision performances yesterday at four, seven and nine P.M. They estimated that because of Phonevision's novelty and because it was the first day of the test and also a holiday, that anywhere from 10 to 20 people viewed the films in each of the 300 test homes. However, the number will probably decrease, Zenith officials said, once the novelty wears off and once the 300 families discover the high refreshment costs of feeding large audiences in their homes.

Ted Leitzell, Zenith public relations officer, reiterating that Phonevision is just a test, said various surveys indicated people would be willing to pay for current films and outstanding attractions in their homes. "Now we're going to find out if they mean what they say," he said.

Discussing Phonevision as a box-office medium, Leitzell said, "According to latest reports, there are some 9,000,000 TV sets in the country. If every one of these families elected to see just one movie a week using the Phonevision method, it would total $9,000,000. The total box-office take of the three films being shown today was about $12,000,000."

Test Costs $600,000

The Phonevision test is costing Zenith about $600,000, plus the original cost of developing and perfecting the system. The one dollar being charged for each film will be divided with the film companies which supplied the product getting 50 per cent and the other 50 per cent being divided between the phone company and Zenith.

Zenith hopes to recoup the money spent on Phonevision, Leitzell said, through licenses and producing the attachments which must be made for sets if the FCC approves the system. "We're not going into the entertainment business," Leitzell said. The special unit which fits into the TV set making Phonevision possible would probably cost around $10.

As for color TV, Leitzell revealed that Zenith has already made tests with transmitting color films via Phonevision and that it has worked out as well as in black-and-white.

Eleven "muss-up" patterns have been designed for Phonevision. The one being used during this test is the simplest devised. Reaction to the jumbled mass which appears on sets not equipped with Phonevision attachments varies with the individual, Leitzell explained. "For example," he said, "Eric Johnston found the simple muss-up system we're using very effective, while producer Clarence Brown thought it was too simple. We hope to find the answer to such problems during the test."

Asked if a decoder could be devised which would break Zenith's code, Leitzell said that any code could be broken, but that it would take millions of dollars to break all of Phonevision's possibilities.

The 300 test families chosen for Phonevision tryouts were selected by the National Opinion Research Bureau of the University of Chicago, with regard to various social and economic factors (salary, occupation, number in the family, etc.) so as to get a cross section of the population. The 300 families are located mainly in a Northern section of Chicago and are not scattered throughout the city as Zenith would have preferred because the FCC placed a one kilowatt power limitation on the Phonevision station. Later the FCC upped the station's power to five kilowatts.

Press Favorable

Larry Wolters, Chicago *Tribune* TV editor wrote: "If the reaction of our viewing circle, numbering 10, was representative, the public will demand the FCC approve Phonevision as a regular service. Our viewing group sat absorbed. For 90 minutes no one left the living room. While pictures on a 16-inch screen are not comparable to theatre-sized pictures, the group was pretty well agreed this is the way to see movies."

Janet Kern, TV editor of the *Herald-American* wrote, "Whatever the development of Phonevision costs it was worth the price to enable us to sit comfortably at home and watch Bing Crosby and Barry Fitzgerald in 'Welcome Stranger'. The high calibre of this film and the high quality of the reception prove beyond doubt that Phonevision will be one of the most successful aspects of TV."

Jack Mabley, *Daily News* TV editor, wrote: "Phonevision made an impressive debut in Chicago Monday. Everything was right about the showing. The picture quality was excellent and a welcome contrast to the old flickers that fill commercialTV screens daily."

NCA's Rental Plan

(Continued from page 1)

ceived by Henry Greene, independent exhibitor, to create a basis of rentals "to prevent the closing of theatres" and said to offer relief to both exhibitor and distributor in a time of declining box-office grosses.

In addition to Greene, who heads the group, NCA will be represented by Stan Kane, NCA executive secretary, Ernie Peaslee and Ted Mann, NCA vice-presidents.

The unit hopes to discuss the matter with all major companies. Yesterday A. W. Schwalberg, Paramount distribution chief, said that he would be glad to meet with the NCA group, providing he has returned from the Coast.

Looks As If Sir Alex Means 'No'

London, Jan. 2.—The British Film Producers Association proposal that exhibitors adjust admission prices so as to double the levy they now pay into the production pool under the Eady entertainment tax plan was characterized by Sir Alexander King, former president of the Cinematograph Exhibitors Association, as "the greatest piece of damned impertinence producers have ever tried to thrust on the CEA."

Brookside Theatre Wins $1,125,000

KANSAS CITY, Jan. 2.—The Brookside Theatre Corp. of this city has won a $1,125,000 suit against nine film companies.

A Federal Court jury here, which began hearing the case on Nov. 13, returned a verdict for $375,000 which automatically was tripled by anti-trust laws to a total of $1,125,000. The plaintiff corporation had sought $900,000 actual damages in its original petition, or a total of $2,700,000.

Defendants in the case were: 20th Century-Fox, Paramount, Loew's, RKO Radio, Warner Brothers, Columbia Pictures, Universal and United Artists.

The jury had found that the companies had conspired to force the Brookside Theatre, an independent house, out of business by depriving it of suitable feature films. The theatre was sold to Fox-Midwest Theatres, a subsidiary of 20th-Fox.

$3,900,000 Suit

(Continued from page 1)

Warner Brothers, United Artist, Paramount-Richards Theatres, Columbia Pictures, United Theatres and E. V. Richards.

The plaintiffs operate the Cinema, Coliseum Crown and Circle neighborhood theatres and the Center downtown theatre.

The action charges the defendants with operating a conspiracy in restraint of trade and violation of the Clayton and Sherman Acts.

Services Today for James Dalton, 38

PHILADELPHIA, Jan. 2.—Funeral services for James A. Dalton, 38, advertising manager for Jay Emanuel Publications, will be held at Oliver Barr here tomorrow, with burial Thursday morning at St. Carthage Church.

Dalton died Sunday of a heart condition at University Hospital here. He was with Emanuel Publications for 14 years and was ill for the past four months. Surviving are his widow, Nan Scully Dalton; a daughter and a sister.

Skouras to 'Frisco

SAN FRANCISCO, Jan. 2.—Charles Skouras, president of National Theatres, is due to arrive here tomorrow for depositions in the Samuel Goldwyn suit on Thursday and Friday.

THIS YEAR AS ALWAYS



There'll Be No Business Like 20th CENTURY-FOX Business in 1951!

with this 3-Big-Hits-A-Month line-up!

JANUARY

THE MUDLARK

HALLS OF MONTEZUMA
Technicolor

THE MAN WHO CHEATED HIMSELF

FEBRUARY

CALL ME MISTER
Technicolor

I'D CLIMB THE HIGHEST MOUNTAIN
Technicolor

SWORD OF MONTE CRISTO
Super Cinecolor

MARCH

BIRD OF PARADISE
Technicolor

THIRTEENTH LETTER

LUCKY NICK CAIN

TODAY'S NEWS TODAY

MOTION PICTURE DAILY

AIR MAIL EDITION

VOL. 69. NO. 2 NEW YORK, U.S.A., WEDNESDAY, JANUARY 3, 1951 TEN CENTS

MGM, 20th to Hear NCA's Rental Plan

First of Majors to Set Confabs With Group

Sales representatives of two major film companies have agreed to meet with North Central Allied's "fair rental" committee, due here Saturday from Minneapolis.

M-G-M will meet with the group next Wednesday, with Charles Reagan, Henderson M. Richey and E. M. Saunders representing the company. William F. Rodgers, distribution vice-president, is in Florida on vacation.

A tentative date for Monday or Tuesday has been arranged for a similar discussion by 20th Century-Fox, it was said yesterday. It is likely that A. W. Smith, Jr., distribution vice-president, will attend.

The NCA committee is coming to New York to present a plan con-

(Continued on page 7)

$3,900,000 Trust Suit

NEW ORLEANS, Jan. 2.—Mrs. Henry Lazarus, S. and L. Theatres, Inc., Jadel Theatres, Inc., and Henry Lazarus Theatres, Inc., have filed suit in Federal District Court here asking damages totaling $3,900,000 against several motion picture producers and distributors and local theatre operators.

Defendants include Paramount, Loew's, Metro - Goldwyn - Mayer, Radio-Keith-Orpheum, RKO Radio,

(Continued on page 7)

Mayer Tops Loew's 1950 Salary Listing

Louis B. Mayer, Loew's studio vice-president, received in the last fiscal year remuneration totaling $300,000 to lead all other company officers in a salary listing made available here yesterday. Second highest remuneration was received by Nicholas M. Schenck, company president, whose total was recorded as $224,767.

In the case of Mayer, salary, expenses, etc. amounted to $156,428, with the additional $143,571 representing a

(Continued on page 2)

Phonevision Test Starts Smoothly; Wins Praise

Harvey Succeeded By Ben Levin

San Francisco, Jan. 2.—Rotus Harvey, not choosing to run again for the presidency of the Independent Theatre Owners of Northern California, has been succeeded by Ben Levin. Others elected were Homer I. Tegtmeier, vice-president, and Harry P. Franklin, secretary-treasurer. The new board is composed of Harvey, David Bolton, Lee Dibble, Julian A. Harvey, William Helm, Dave Richards, Edward C. Rowden and Sid Weisbaum.

First monthly luncheon-meeting of 1951 will be held on Wednesday, Jan. 10, at the Variety Club.

By DAN BLUE

CHICAGO, Jan. 2.—Zenith Radio Corporation's Phonevision test got off to a very good start here yesterday. Programs started on time, went off without a hitch, and technically were all that could be expected. Sound and quality of the three initial attractions —"April Showers," "Welcome Stranger" and "Homecoming"—were excellent, definitely better than most of the films being shown on TV today. This was due to the fact that only new prints are being used in the test.

Audience reaction at a special showing of Phonevision at the Drake Hotel was very favorable. The audience of some 20 persons gave the films their rapt attention and expressed delight with the whole project. One observer said Phonevision was like a "junior theatre." The Chicago press reacted very favorably.

Phonevision operation is simple. A telephone call and the flicking of a few gadgets turns a jumbled mess on the screen into a clear picture. TV sets without Phonevision attachments show the film in a jumpy, garbled manner, although not so messed up that it is completely unintelligible. The sound is understandable on all sets.

Prior to each showing of Phonevi-

(Continued on page 7)

Holiday Take Good At N. Y. Runs; 'Yesterday' High

Operators of Broadway's first-runs are adding up the figures of the New Year's weekend and in the main find them eminently satisfactory but not sensational in comparison with past years. New Year's Eve, which found Times Square packed with 850,000 persons—100,000 more than last year —was universally good for motion picture houses of that area, with most featuring special shows at advanced admissions.

Otherwise, the holidays found those theatres with strong product steadily playing to capacity or near-capacity and a few outstanding bills doing outstanding business.

(Continued on page 6)

U.S. Urges Theatres To Play Korean Film

Twentieth Century-Fox yesterday announced distribution of a 30-minute subject, "Why Korea?", which outlines in dramatic terms the reasons behind our current struggle in the Far East.

Produced at the company's studio under the aegis of production chief Darryl F. Zanuck, the picture is an outgrowth of talks between Zanuck

(Continued on page 6)

Government Moving Toward Metals Curb

WASHINGTON, Jan. 2.—Complete government control of all metals and other raw materials has moved a step closer as the National Production Authority issued an order barring the use of copper in more than 300 "non-essential" goods.

The copper order was the first NPA

(Continued on page 7)

Deneau Quits SRO, Will Join Lopert

Sid Deneau has resigned as vice-president in charge of sales of the Selznick Releasing Organization to become vice-president of the new Ilya Lopert Film Distributing Co., effective Jan. 15. He will also be in charge of sales in his new post.

No successor to Deneau has been named yet by David O. Selznick. Some of the former's duties will be handled

(Continued on page 6)

Court Okays Hughes Stock Trusteeship

Irving Trust Gets Power To Vote Theatre Issues

The three-judge U. S. statutory court here yesterday approved the stipulation entered into by the government, RKO and Howard Hughes to have Irving Trust Co. act as trustee of Hughes' stock in the new RKO Theatres Co.

The order, signed by the court, pointed out that the trustee shall have the power to vote the stock "in the best way it sees fit and in the best interests of the new theatre company."

It is further stipulated that the stock shall be issued to and stand in the name of the trustee as such on the books of the new theatre company, but Hughes shall be the equitable owner.

Compensation to the trustee is to

(Continued on page 7)

NEWS FLASHES

Chicago, Jan. 2. -- Federal Judge Michael Igoe refused today after hearing oral arguments to modify the Jackson Park decree, as petitioned by Balaban & Katz, in order to reestablish clearance after Loop runs, to permit B & K Loop theatres to play films longer than two weeks and to double-feature at Loop theatres.

•

Net income of Loew's consolidated foreign subsidiaries for the last fiscal year totaled $879,163, representing a drop of $427,108 from the $1,306,271 recorded for the prior fiscal year, according to a year-end report released here yesterday.

Capital investment in 73 wholly-owned subsidiaries totaled $3,136,883.

Personal Mention

ERIC A. JOHNSTON, president of the Motion Picture Association of America, plans to fly to Uruguay early this year to attend a film festival there.

•

A. W. SCHWALBERG, president of Paramount Film Distributing Corp. and MAX YOUNGSTEIN, vice-president in charge of advertising-publicity, will leave here tomorrow for Los Angeles, to attend a regional booker-salesman's meeting in that city on Jan. 6-7.

•

HENDERSON M. RICHEY, M-G-M exhibitor relations head, will be in Lincoln, Neb., on Saturday to attend a dinner given by ROBERT LIVINGSTON, head of the Nebraska Theatre Owners of America unit, in honor of the state's Congressional delegation.

•

BERNARD G. KRANZE, ELC's general sales manager, will leave here this week for visits to ELC exchanges in Dallas, Oklahoma and Memphis.

•

FRANK SCHILKEN, JR., was reelected business representative of the Minneapolis operator's Local No. 219.

•

JUDD BERNARD of Robert Lippert Productions studio publicity staff, has arrived here from the Coast.

•

HENRY KOSTER and his family arrived here yesterday aboard the *SS Queen Mary* from Europe.

•

FOSTER M. BLAKE, Western sales manager for Universal Picture, is in Los Angeles from New York.

•

GAEL SULLIVAN, executive director of the Theatre Owners of America, is spending this week in Washington.

•

JAMES STEWART arrived here from England yesterday.

WB Sets Premiere of 'Operation Pacific'

Supporting star Philip Carey will be a guest of honor at the world premiere of "Operation Pacific," on Jan. 9, when the Warner film has a special invitational showing at the New London U. S. Naval Submarine Base. Carey appears with John Wayne and Patricia Neal in the film.

Special trains from New York and Boston will take newspaper, magazine, radio and wire service representatives to the Submarine Base to witness demonstrations of modern submarine techniques, with the showing of "Operation Pacific" as the day's feature event.

Pascal-RKO Sign

HOLLYWOOD, Jan. 2.—Gabriel Pascal has signed a contract with RKO to produce three pictures here, the first of which will be George Bernard Shaw's "Androcles and the Lion." The services of Jean Simmons, who is reportedly committed to Pascal for three films, are also included in the deal.

Review

"The Steel Helmet"

(Lippert Productions) *Hollywood, Jan. 2*

THIS best and timeliest Lippert production to bear that trademark to date takes its audience straight into the heart of the Korean conflict, searchingly revealing the exact nature of the fighting there in terms of what happens to a mixed company of infantrymen, and closes on the terse terminal notation that "There is no end to this story."

Written, produced and directed by Samuel Fuller, the film is as timely as today's front-line dispatches, and is more informative with relation to the things our soldiers are doing and having done to them. Realistic is a better word than grim for the graphically-presented experiences of the men ordered to establish an observation post in the rice fields and defend it until the artillery can be brought up.

Writer-producer-director Fuller opens his picture on the figure of a veteran sergeant left for dead by Korean Reds who have machine-gunned his company after binding their hands behind them. As he crawls out from a circle of dead comrades, a South Korean boy unties him and follows him into the jungle mists where they eventually meet and join up with an infantry platoon searching for a pagan temple sought for use as an observation post. The sergeant, played with authority by newcomer Gene Evans, is the key figure in dramatic events preceding, during and following the platoon's occupation of the temple, but all members of the all-male cast are principals and all give impressive performances, including Robert Hutton, Steve Brodie, James Edwards, Richard Loo, Sid Melton, Richard Monohan, William Chun, Harold Fong, Neyle Morrow and Lynn Stallmaster.

Strictly chronological in its development, and with the unexpected-but-logical employed with considerable skill as a dramatic tool, Fuller's story is a splendid piece of craftsmanship. William Berke served as associate producer. Ernest W. Miller's photography is outstanding.

Running time, 84 minutes. General audience classification. Release date, February 2.

WILLIAM R. WEAVER

Monogram Has 10 Of 29 Completed

HOLLYWOOD, Jan. 2.—Since announcing the company's 1951 schedule three months ago, Monogram has completed 10 of the 29 features promised, exclusive of the western series, has 12 in advance preparation stages and seven about to be assigned to writers. Of the 10 already completed, three, "A Modern Marriage," "Joe Palooka in the Squared Circle" and "Father's Wild Game," have been released.

Others finished and awaiting release are "Cavalry Scout," "Sierra Passage," "Lion Hunters," "Bowery Battalion," "Rhythm Inn," "Navy Bound" and "According to Mr. Hoyle."

Being readied for early 1951 production are "Flight to Mars," "The Big Top," "Rodeo," "Submarine School," "Elephant Stampede," "Ghost Chasers," and "The Ottawa Story."

UK Citations to Wilcox, 2 Others

LONDON, Jan. 2.—Herbert Wilcox has been made Commander of the Order of the British Empire under the New Year's honors list. Also, Arthur Jarratt, managing director of British Lion Film Corp., has been made an honorary captain of the Royal Navy for his services in supplying films to the fleet.

Mary Field, director of the children's film department of Gaumont-British Instructional, was awarded the Order of the British Empire.

Loew's Boston Profit

BOSTON, Jan. 2.—The net profit of Loew's Boston Theatres Co. for the fiscal year ended Aug. 31, 1950 was listed at $145,783 in a company statement. Gross income was $1,551,183, expenses, $1,159,652 and taxes, $135,398.

20th Progresses in Conversions of Stock

The response of company stockholders to 20th Century-Fox's request made in 1949 to exchange shares of Fox Film Corp. stock for that of 20th Century-Fox Film Corp. has been "most gratifying," Donald A. Henderson, 20th-Fox secretary, has reported to stockholders.

In a statement dated April 1, 1949, the company asked holders of fractional shares of Class A common of the old Fox Film, and holders of fractional shares of preferred and common of 20th-Fox to eliminate the large number of fractional shares then outstanding. The fractional shares had become "extremely burdensome" to the company and its dividend disbursing agent, and the cost of handling in many cases exceeded the amount of the dividend check itself, the company statement pointed out. Holders were urged to dispose of fractional shares or buy additional fractional shares to bring holdings to full shares.

Keegan Quits Post; Seligman Succeeds

CINCINNATI, Jan. 2.—Jack R. Keegan, vice-president and general manager of Northio Theatres with headquarters here, has resigned. He is succeeded by Selig J. Seligman from the home office of United Paramount Theatres. The Northio circuit extends throughout Ohio and nearby territory.

Mori Krushen's Daughter

Ruth Krushen, daughter of Mori Krushen, director of exploitation for United Artists, died at midnight New Year's Eve, after a lingering illness. She was 17.

Newsreel Parade

REPORTS from Korea and a message from Gen. Eisenhower are current newsreel highlights. Other items are the last films of the late Gen. Walker, and sports. Complete contents follow:

MOVIETONE NEWS, No. 1—UN forces leave Hungnam in flames. Last films of General Walker. Pope ends 1950 Holy Year. Evening hat fashions. Sports.

NEWS OF THE DAY, No. 236—Gen. Eisenhower's New Year's message. New York gets "new look." Report from Korea. Korea's "Little Joe." Sports.

PARAMOUNT NEWS, No. 38—Story of 1950.

TELENEWS DIGEST, No. 1-A—Korean civilians flee Reds. Gen. Lattre de Tassigny in Indo-China. New crash rescue boat. Ambassador Gifford in London. Bathing fashions. Track.

UNIVERSAL NEWS, No. 418—Report from Korea. "Harvey" premiere aids Heart Fund. Sports review.

WARNER PATHE NEWS, No. 41—UN builds international force in Korea. Furs for evening, 1951. News from the world of sport.

Review of 1950 in Paramount Newsreel

A special press screening was held here yesterday by Paramount News of its current newsreel release which features a review of the highlights of 1950. The reel is currently reaching theatres throughout the country.

Characterizing 1950 as "Democracy's year of courage," the reel's big story is of course the war in Korea. Most of the eight minutes of running time is taken up by the pictorial reporting of this event.

However the reel is not without other absorbing stories, all of which captured the headlines in the year past.

The reel is a moving Auld Lang Syne.—M. H.

Loew's Salary List

(*Continued from page* 1)

bonus and profit-sharing. Schenck's salary and expenses came to $130,357, with the additional $94,410 classified as a bonus and share in profits.

J. Robert Rubin and Edgar J. Mannix, vice-presidents, also received bonuses and profit shares in addition to their respective remunerations of $214,900 and $202,606, as follows: Rubin, $104,285 salary, $110,614 bonus and profit-sharing; Mannix $159,035 salary, $43,571 bonus and profit.

Salaries of other officers, who did not receive bonuses or share in profits, were listed as follows: Charles C. Moskowitz, vice-president and treasurer, $156,428; Joseph R. Vogel, vice-president, $156,428; Leopold Friedman, vice-president, secretary and counsel, $130,357; William F. Rodgers, vice-president, $114,714. Pursuant to Rodgers' employment contract, the company deposited in escrow during the last fiscal year $78,000. Under the terms of the contract, payments to Rodgers of $1,738 monthly are being made out of a fund previously deposited in escrow.

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Motto for 1951:

"LET'S GET OFF OUR FILM CANS AND GO TO WORK!"

LET'S ROLL UP OUR SLEEVES TO ROLL UP THE GROSSES!

MATCH OUR GREAT PRODUCT WITH YOUR GREAT PEP!

Below are just a few of the Big M-G-M Shows that inspire Showmanship!

KING SOLOMON'S MINES *(Technicolor)*
Deborah Kerr, Stewart Granger, Richard Carlson

★ ★ ★

KIM *(Technicolor)*
Errol Flynn, Dean Stockwell, Paul Lukas, Robert Douglas, Thomas Gomez, Cecil Kellaway, Arnold Moss

★ ★ ★

THE MAGNIFICENT YANKEE
Louis Calhern, Ann Harding

★ ★ ★

GROUNDS FOR MARRIAGE
Van Johnson, Kathryn Grayson, Paula Raymond, Barry Sullivan, Lewis Stone, Reginald Owen

★ ★ ★

VENGEANCE VALLEY *(Technicolor)*
Burt Lancaster, Robert Walker, Joanne Dru, Sally Forrest, John Ireland, Ray Collins

★ ★ ★

MR. IMPERIUM *(Technicolor)*
Lana Turner, Ezio Pinza, Marjorie Main, Barry Sullivan, Sir Cedric Hardwicke

★ ★ ★

THE RED BADGE OF COURAGE
Cast of Thousands including
Audie Murphy, Bill Mauldin

★ ★ ★

ROYAL WEDDING *(Technicolor)*
Fred Astaire, Jane Powell, Peter Lawford, Sarah Churchill, Keenan Wynn, Albert Sharpe

★ ★ ★

ACROSS THE WIDE MISSOURI *(Technicolor)*
Clark Gable, Ricardo Montalban, John Hodiak, James Whitmore, Adolphe Menjou, J. Carrol Naish

★ ★ ★

THREE GUYS NAMED MIKE
Jane Wyman, Van Johnson, Howard Keel, Barry Sullivan

SHOW BOAT *(Technicolor)*
Kathryn Grayson, Ava Gardner, Howard Keel, Joe E. Brown, Marge & Gower Champion, Agnes Moorehead

★ ★ ★

FATHER'S LITTLE DIVIDEND
Spencer Tracy, Joan Bennett, Elizabeth Taylor

★ ★ ★

SOLDIERS THREE
Stewart Granger, Walter Pidgeon, David Niven, Robert Newton, Cyril Cusack, Greta Gynt, Frank Allenby

★ ★ ★

THE PAINTED HILLS *(Technicolor)*
Lassie, Paul Kelly, Bruce Cowling, Gary Gray

★ ★ ★

INSIDE STRAIGHT
David Brian, Arlene Dahl, Barry Sullivan, Mercedes McCambridge, Paula Raymond, Claude Jarman, Jr., Lon Chaney

★ ★ ★

CALLING BULLDOG DRUMMOND
Walter Pidgeon, Margaret Leighton, Robert Beatty

★ ★ ★

KIND LADY
Ethel Barrymore, Maurice Evans, Angela Lansbury, Keenan Wynn

★ ★ ★

GO FOR BROKE!
Van Johnson and All-Star Cast

★ ★ ★

THE GREAT CARUSO *(Technicolor)*
Mario Lanza, Ann Blyth, Dorothy Kirsten, Jarmila Novotna, Blanche Thebom, Teresa Celli, Richard Hageman, Carl Benton Reid

★ ★ ★

RICH, YOUNG AND PRETTY *(Technicolor)*
Jane Powell, Wendell Corey, Danielle Darrieux, Vic Damone, Marcel Dalio, Jean Murat, Fernando Lamas

AN AMERICAN IN PARIS *(Technicolor)*
Gene Kelly, Leslie Caron, Oscar Levant, Georges Guetary

★ ★ ★

IT'S A BIG COUNTRY
All Star Cast

★ ★ ★

TERESA
Pier Angeli, John Ericson

★ ★ ★

PEOPLE VS. O'HARA
Spencer Tracy

★ ★ ★

EXCUSE MY DUST *(Technicolor)*
Red Skelton, Sally Forrest, Macdonald Carey, William Demarest, Monica Lewis, Raymond Walburn

★ ★ ★

STRICTLY DISHONORABLE
Ezio Pinza, Janet Leigh

★ ★ ★

SCARAMOUCHE
Stewart Granger, Ava Gardner, Ricardo Montalban

★ ★ ★

THE STRIP
Mickey Rooney, Jimmy Durante

★ ★ ★

LOVE IS BETTER THAN EVER
Elizabeth Taylor, Larry Parks

★ ★ ★

THE LAW AND LADY LOVERLY
Greer Garson, Michael Wilding, Fernando Lamas, Marjorie Main

★ ★ ★

And Remember!

1951 is the Year of "QUO VADIS"!

M-G-M No. 1 IN 1951!



Paramount

MARTIN AND LEWIS S

COMEDY SMASH "AT W

Yep—they're in the army now! In a laugh-filled screen version of Broadway's fun-packed stage play.

Paramount presents Dean Martin and Jerry Lewis in "AT WAR WITH THE ARMY" with Polly Bergen • Executive Produc
Abner J. Greshler • Directed by Hal Walker • Written for the Screen and Produced by Fred F. Finkelhoffe • Based on a Play b
James B. Allardice • Songs by Mack David and Jerry Livingston



'ARRED IN NEW YEAR

R WITH THE ARMY"!

America's funniest team in their newest, most hilarious hit! They'll premiere at specially selected New Year's Eve midnight dates—preceding coast to coast engagements throughout the month of January . . .

FROM THE ROAR-FRONT—COME THESE HIGHLIGHTS:



y serves up novelty number, "The Navy
s the Gravy But the Army Gets the Beans!"



For the record, it's Dean crooning "You and Your Beautiful Eyes" to lovely Polly Bergen.



Going your way! They're making like Bing and Barry with "Too Ra Loo Ra Loo Ral"!



ers, how the gorgeous dames fall for Sgt.
n Martin's special brand of romancing!



Jerry Lewis goes AWOL, disguised as a fascinating blonde spy with hair on her chest!



At camp show the famous team sings "Tonda Wanda Hoy," the hit you'll hear everywhere.

National Pre-Selling

WHAT is described by 20th Century-Fox as the first "round-the-world fashion tour" will introduce "Bird of Paradise" to audiences in 15 countries by way of a global junket for which plans are now completed.

The tour will kick off late next month following the first "Bird of Paradise" fashion show in New York. A group of 20 newspaper, magazine syndicate and allied press representatives will be invited to take part in the junket, along with 12 top fashion models. Now nearing completion are plans to travel aboard a private four-engined Stratocruiser visiting 20 foreign capitals and key cities in 15 countries. In each city where "Bird of Paradise" fashions are staged, local models will join the American "Paradise" girls in the showing and display native fashions created for the film. The proceeds of each city's fashion show to be attended by government, industry and society figures, will be donated to local charities.

The itinerary will begin in New York and embrace San Francisco, Honolulu, Auckland, N. Z., Sydney, Melbourne, Brisbane, Singapore, Bommay, Johannesburg, Capetown, Cairo, Tel Aviv, Athens, Rome, Zurich, Paris, Brussels, Stockholm, London, Glasgow, Dublin and then back to New York, arriving in the United States by Easter in time for the world premiere of the picture.

•

A cosmetic tieup between 20th Century-Fox and the Dorothy Gray Company will result in full-page, two-color ads for "Bird of Paradise," in the April issues of *Ladies Home Journal*, the *New Yorker, Good Housekeeping, Woman's Home Companion, Glamour, Mademoiselle* and *Harper's Bazaar*. The tieup also includes heavy merchandising and local newspaper ads by way of department stores in which Debra Paget, who plays the feminine lead, will be featured.

Three new manufacturers will create and merchandise "Bird of Paradise" styles for the Easter market. They are: Filcol, which makes evening dresses; Clairol, maker of a nationally known hair tint, and Majestic, makers of compacts for women.

•

The most extensive book program in the history of the Walt Disney studio is nearing completion in behalf of "Alice in Wonderland," to be released next year. With 13 different books and distribution set through 125,000 outlets across the nation, it is estimated that more than 13,500,000 copies will be sold. All books will be in distribution before the picture is released, some as much as three to five months in advance of playdates.

An additional impetus for the heavy promotion campaign being built for the film will be in the form of an "Alice in Wonderland" newspaper comic feature. Beginning in August and continuing for 16 consecutive Sundays, the color comic will appear in key Sunday newspapers from Coast-to-Coast in half-page format with a total circulation that will run into millions. The strip will be syndicated nationally and internationally by King Features Syndicate.

—WALTER BROOKS

NY Grosses

(*Continued from page* 1)

The Victoria reports the best holiday week in years, with "Born Yesterday" due to take in $55,000 for its second week. "Harvey" at the Astor also topped last year's holidays with a very good $46,000 in sight.

A house record of $19,000 for the Bijou, where "Cyrano de Bergerac" is in the eighth week of its reserved seat, two-a-day policy, is forecast. Extra shows made the high figure possible.

Among the larger stage and film houses, Radio City Music Hall maintained a steady pace throughout the week, with $109,000 reported for the four-day weekend and $170,000 due for the fifth week of "Kim" and the Christmas show. The complete package will hold until Jan. 10.

'Mr. Music'

"Mr. Music" at the Paramount has been packing the customers in every night and is building up to a splendid $95,000 for a second week. Louis Prima's band is on stage. The Strand reports a good $40,000 for the weekend of "West Point Story," but the estimate of $50,000 for the second week is well below the figure for the similar week in 1949-50.

"Pagan Love Song" at the Capitol took in $89,440 for the week beginning Christmas and ending New Year's Eve, excellent business. Admissions for the initial eight days totalled 90,802 persons. The picture, aided by a stage show featuring the Ink Spots, is expected to continue at a lively clip.

The Roxy took in $71,000 over the holiday weekend with "For Heaven's Sake" and its Christmas show, but the final six-day stanza sees only $80,000 due, a figure that represents good business but not of holiday caliber. The house will close all day Thursday for a benefit premiere that evening of "Halls of Montezuma."

At the Rivoli, "The Mudlark" maintained a good pace, giving the box-office an estimated $38,000 for a second week, which is very good business. "The Flying Missile" at Loew's State was frankly disappointing in its holiday run, with a first week's $20,000 likely to be followed by $15,000 for the second.

'Stars in My Crown'

"Stars in My Crown" picked up at the Park Avenue, where $5,500 is due for a second week. At the Sutton, "Trio" continues its strong, long run with $12,500 in sight for a 13th week. "Seven Days to Noon," the British thriller playing at the Trans Lux 52nd Street, is still doing terrific business with $18,000 due for a third week.

"Where Danger Lives" opened well at the Criterion on Saturday and has a healthy $22,000 due for the first week. The Criterion's Christmas show, a special engagement of Disney's "Pinocchio" and "Make Mine Music," has moved over to the Gotham for an indefinite run.

The Mayfair opened "The Milkman" on Saturday and the outlook is about $16,000 for the first week, rather mild for a holiday period.

Thomas Gets Ad Post

HOLLYWOOD, Jan. 2.—George Thomas, Jr., has been appointed advertising-publicity director of the recently-formed Ross-Stillman Productions. Thomas has spent the last three years in France handling publicity for independent producers.

SWG Questionnaires Would Aid Govt.

Hollywood, Jan. 2.—Screen Writers Guild has dispatched to its membership questionnaires eliciting data on their educational and experience backgrounds, including foreign languages, countries, and personal availability for remote assignments.

Purpose is to amass data for reference when, as, and if, government agencies request writer services for training films or others required during an emergency.

U.S. Urges Theatres

(*Continued from page* 1)

and President Truman earlier this summer.

"So enthusiastic is official Washington about the film that Presidential Assistant John R. Steelman is personally urging exhibitors by letter to play it as a public service," said the company.

Basic purpose of the subject is to inform the American public of the reasons for the United Nations' firm stand against aggression throughout the world. It uses pictorial examples of the reasons behind World War II and the subsequent developments which led to the present conflict in the Far East.

Deneau Quits SRO

(*Continued from page* 1)

by Leonard Case, assisted by Sam Sigman, who remain on the SRO staff here.

Deneau, who held his present post with SRO for the past several years, entered the industry 24 years ago with the former Fox Film Co. He was successively film buyer for Fabian Theatres and general manager of the Schine Circuit. During World War I he was a major on the general staff in Washington.

Coast Sees Corwin's Theatre Television

LOS ANGELES, Jan. 2.—Sherrill Corwin's initial introduction of big-screen television was held at the Orpheum Theatre yesterday morning, when the Pasadena Tournament of Roses was piped in, with doors open at 8:30 A.M., and was attended by upwards of 1,000 early risers paying 98 cents each for tickets, which entitled them to remain through the scheduled program. Corwin will demonstrate the equipment for all exhibitors and distributors at an invitational gathering Friday morning.

U. S. Films Dominate London's West End

LONDON, Jan. 2.—Despite cold holiday week weather mixed with snow and sleet, most West End theatres reported capacity business for the whole time.

Leading attractions were "King Solomon's Mines" at Metro's Empire; "Samson and Delilah" at Paramount's Plaza and Carlton, and "Cinderella" at the Prince of Wales. All three pictures had received lukewarm receptions from the national press critics but the public apparently paid no heed.

NEWS in Brief . . .

PITTSBURGH, Jan. 2. — Trueman Rembusch, president, and Abram F. Myers, board chairman of Allied States Association, have indicated they will attend the 30th annual convention of Allied of Western Pennsylvania to be held on Jan. 16-17 at the William Penn Hotel here, according to Norman Mervis, convention chairman.

Annual election of officers will be held on the afternoon of Jan. 17, and all-day business sessions are scheduled for both days. Film clinics will be included in the sessions.

•

Memphis, Jan. 2.—Malco Theatres managers from Arkansas, Tennessee and Kentucky, about 50 of them, will be in Memphis for a two-day annual Malco meeting at the Hotel Gayoso on Jan. 24-25. M. A. Lightman, Sr., president of Malco, will conduct the meeting.

•

ALBANY, N. Y., Jan. 2.—Warner Brothers has reopened the Utica Theatre, Utica, which has been closed since last summer. Eugene Daley was appointed manager of the theatre under the supervision of George Laurie, manager of the Avon.

The company also reopened the Winter Garden, Jamestown, following remodeling which cost $125,000. Gus Nestle was appointed manager.

•

BOSTON, Jan. 2.—Two Boston newspapers will increase their national rates on motion picture advertising. *The Boston Post* on Feb. 1 will increase the daily rate from 70 cents per line to 75 cents, and the Sunday rate from 65 cents per line to 70 cents per line, and the *Boston Daily Globe* on March 1 will increase the daily rate from 70 cents per line to 75 cents and the Sunday rate from 80 cents per line to 85 cents.

•

The board of the Motion Picture Association of America is scheduled to meet here next Tuesday to consider Eagle Lion Classics' appeal of the Production Code Administration denial of a seal of approval to J. Arthur Rank's "Oliver Twist," and possibly to set a new date for an East-West meeting of company president and studio executives.

•

Six more speaking engagements have been set in January for Maurice N. Wolf, assistant to H. M. Richey, M-G-M public relations head.

The first took place yesterday at the Rotary Club at Putnam, Conn.; today at the Rotary Club, South Bridge, Mass.; Jan. 9, Advertising Club, Trenton; Jan. 13, Kiwanis Club, Milbury, Mass.; Jan. 15, Women's Club, Brockton, Mass.; Jan. 18, Lion's Club, New Bedford, Mass.

•

Scott R. Dunlap's production of "Short Grass" for Allied Artists, starring Rod Cameron, will have a saturation booking of 74 theatres, 72 of which are located in Oklahoma and the remaining two in Texas, according to Maurice R. Goldstein, Allied Artists-Monogram general sales manager. The bookings start Jan. 14.

•

ATLANTA, Jan. 2.—Clyde Goodson, former branch manager of the Paramount exchange here and later transferred to the Jacksonville branch, died there on Dec. 28 of a heart attack. Surviving him are the widow, and a son. Services were held in Atlanta.

Hughes

(Continued from page 1)

be fixed by the court upon the termination of the trust.

During the trusteeship, Irving Trust can have no financial interest in the new picture company or the new theatre company by way of loans, stocks or bonds, or be represented on the boards. It is agreed that if the trustee is empowered to sell the stock it shall not have any representative on the board of the theatre company. It is also agreed that the trustee shall not be connected with Hughes during the trusteeship.

Will Ask Stock Sale

Between all parties it is understood that the government shall move before the court for an order, returnable during this month, providing that the term of trusteeship shall include provision empowering and requiring the trustee, if Hughes shall not dispose of it, to sell the stock under terms and conditions to be established by the court at any time after one year from the date of entry of any order upon the government's motion. Hughes will contest such motion, it has been indicated.

The new picture company and the new theatre company, which emerged on Jan. 1 from the dissolution of the old RKO Corporation, yesterday filed with the court stipulations that in consequence of their having acquired their respective assets they agree to abide by the consent decree of Nov. 8, 1948.

Listed yesterday for the first time on the New York Stock Exchange, RKO Pictures opened at 3½ and closed at 3⅞. RKO Theatres opened at 4¼ and closed at the same price.

Curb on Metals

(Continued from page 1)

ruling on what are "essential" and 'non-essential" items in view of the lefense mobilization. Similar bans are n the works for aluminum, zinc and ther scarce materials.

It is expected that by late spring the government will put into effect some ort of "controlled materials plan," retty well controlling the use of most najor materials.

Included in the copper ban are a ong list of builders' hardware, building materials, furniture and fixtures, ousehold electrical appliances, transportation equipment, and miscellaneous tems such as juke boxes, reflectors, owel dispensers and toys. Signifiantly, however, the order permits the se of copper for so-called "functional" urposes in most of these items and is lesigned to ban the use only where ubstitutes can be found or where the opper is being used for trimmings or ther non-functional uses.

Tax Bill to Truman

Tax developments were also included in weekend events. The House assed and sent to the White House he excess profits tax bill, including two-point boost in the corporate surax rate and a 30 per cent extra tax n "excess profits."

The President's council of economic dvisers urged higher taxes, although o specific program was outlined. Indications were that there would be ncreases all along the line—corporaion and individual income taxes, even ome new or increased excises. Curent Administration thinking on the xcise question seems to be to use new r higher excises to reduce the demand or items in short supply.

Phonevision Test

(Continued from page 1)

sion a short announcement is made specifying FCC rulings that Phonevision operation now is only a test. The announcement further tells the 300 test families of their important role in the test and asks them to fill out in detail the special report post cards sent them weekly along with Phonevision programs. These cards, one to be sent in for each film a family elects to see, ask: How many people saw the movie? At what performance? Had they seen it before in a movie theatre? If so, did they like it better on TV than in the theatre? Was the film worth a dollar? What is your frank opinion of the film and the test in general? Such information will be compiled by Zenith for FCC and probably will not be released until the test is over.

Use Trailers

Along with the announcement which precedes each film is a short explaining the basic operation of Phonevision. Following each film is a trailer advertising the next attraction. Trailers are those made originally by film companies for theatres. Zenith would not reveal the number of families listening to the three Phonevision performances yesterday at four, seven and nine P.M. They estimated that because of Phonevision's novelty and because it was the first day of the test and also a holiday, that anywhere from 10 to 20 people viewed the films in each of the 300 test homes. However, the number will probably decrease, Zenith officials said, once the novelty wears off and once the 300 families discover the high refreshment costs of feeding large audiences in their homes.

Ted Leitzell, Zenith public relations officer, reiterating that Phonevision is just a test, said various surveys indicated people would be willing to pay for current films and outstanding attractions in their homes. "Now we're going to find out if they mean what they say," he said.

Discussing Phonevision as a box-office medium, Leitzell said, "According to latest reports, there are some 9,000,000 TV sets in the country. If every one of these families elected to see just one movie a week using the Phonevision method, it would total $9,000,000. The total box-office take of the three films being shown today was about $12,000,000."

Test Costs $600,000

The Phonevision test is costing Zenith about $600,000, plus the original cost of developing and perfecting the system. The one dollar being charged for each film will be divided with the film companies which supplied the product getting 50 per cent and the other 50 per cent being divided between the phone company and Zenith.

Zenith hopes to recoup the money spent on Phonevision, Leitzell said, through licenses and producing the attachments which must be made for sets if the FCC approves the system. "We're not going into the entertainment bus'ness," Leitzell said. The special unit which fits into the TV set making Phonevis'on possible would probably cost around $10.

As for color TV, Leitzell revealed that Zenith has already made tests with transmitting color films via Phonevision and that it has worked out as well as in black-and-white.

Eleven "muss-up" patterns have been designed for Phonevision. The one being used during this test is the simplest devised. Reaction to the jumbled mass which appears on sets not equipped with Phonevision attachments varies with the individual, Leitzell explained. "For example," he said, "Eric Johnston found the simple muss-up system we're using very effective, while producer Clarence Brown thought it was too simple. We hope to find the answer to such problems during the test."

Asked if a decoder could be devised which would break Zenith's code, Leitzell said that any code could be broken, but that it would take millions of dollars to break all of Phonevision's possibilities.

The 300 test families chosen for Phonevision tryouts were selected by the National Opinion Research Bureau of the University of Chicago, with regard to various social and economic factors (salary, occupation, number in the family, etc.) so as to get a cross section of the population. The 300 families are located mainly in a Northern section of Chicago and are not scattered throughout the city as Zenith would have preferred because the FCC placed a one kilowatt power limitation on the Phonevision station. Later the FCC upped the station's power to five kilowatts.

Press Favorable

Larry Wolters, Chicago *Tribune* TV editor wrote: "If the reaction of our viewing circle, numbering 10, was representative, the public will demand the FCC approve Phonevision as a regular service. Our viewing group sat absorbed. For 90 minutes no one left the living room. While pictures on a 16-inch screen are not comparable to theatre-sized pictures, the group was pretty well agreed this is the way to see movies."

Janet Kern, TV editor of the *Herald-American* wrote, "Whatever the development of Phonevision costs it was worth the price to enable us to sit comfortably at home and watch Bing Crosby and Barry Fitzgerald in 'Welcome Stranger'. The high calibre of this film and the high quality of the reception prove beyond doubt that Phonevision will be one of the most successful aspects of TV."

Jack Mabley, *Daily News* TV editor, wrote: "Phonevision made an impressive debut in Chicago Monday. Everything was right about the showing. The picture quality was excellent and a welcome contrast to the old flickers that fill commercialTV screens daily."

NCA's Rental Plan

(Continued from page 1)

ceived by Henry Greene, independent exhibitor, to create a basis of rentals "to prevent the closing of theatres" and said to offer relief to both exhibitor and distributor in a time of declining box-office grosses.

In addition to Greene, who heads the group, NCA will be represented by Stan Kane, NCA executive secretary, Ernie Peaslee and Ted Mann, NCA vice-presidents.

The unit hopes to discuss the matter with all major companies. Yesterday A. W. Schwalberg, Paramount distribution chief, said that he would be glad to meet with the NCA group, providing he has returned from the Coast.

Looks As If Sir Alex Means 'No'

London, Jan. 2.—The British Film Producers Association proposal that exhibitors adjust admission prices so as to double the levy they now pay into the production pool under the Eady entertainment tax plan was characterized by Sir Alexander King, former president of the Cinematograph Exhibitors Association, as "the greatest piece of damned impertinence producers have ever tried to thrust on the CEA."

Brookside Theatre Wins $1,125,000

KANSAS CITY, Jan. 2.—The Brookside Theatre Corp. of this city has won a $1,125,000 suit against nine film companies.

A Federal Court jury here, which began hearing the case on Nov. 13, returned a verdict for $375,000 which automatically was tripled by anti-trust laws to a total of $1,125,000. The plaintiff corporation had sought $900,000 actual damages in its original petition, or a total of $2,700,000.

Defendants in the case were: 20th Century-Fox, Paramount, Loew's, RKO Radio, Warner Brothers, Columbia Pictures, Universal and United Artists.

The jury had found that the companies had conspired to force the Brookside Theatre, an independent house, out of business by depriving it of suitable feature films. The theatre was sold to Fox-Midwest Theatres, a subsidiary of 20th-Fox.

$3,900,000 Suit

(Continued from page 1)

Warner Brothers, United Artist, Paramount-Richards Theatres, Columbia Pictures, United Theatres and E. V. Richards.

The plaintiffs operate the Cinema, Coliseum Crown and Circle neighborhood theatres and the Center downtown theatre.

The action charges the defendants with operating a conspiracy in restraint of trade and violation of the Clayton and Sherman Acts.

Services Today for James Dalton, 38

PHILADELPHIA, Jan. 2.—Funeral services for James A. Dalton, 38, advertising manager for Jay Emanuel Publications, will be held at Oliver Barr here tomorrow, with burial Thursday morning at St. Carthage Church.

Dalton died Sunday of a heart condition at University Hospital here. He was with Emanuel Publications for 14 years and was ill for the past four months. Surviving are his widow, Nan Scully Dalton; a daughter and a sister.

Skouras to 'Frisco

SAN FRANCISCO, Jan. 2.—Charles Skouras, president of National Theatres, is due to arrive here tomorrow for depositions in the Samuel Goldwyn suit on Thursday and Friday.

THIS YEAR AS ALWAYS



There'll Be No Business Like 20th CENTURY-FOX Business in 1951!

with this 3-Big-Hits-A-Month line-up!

JANUARY

THE MUDLARK

HALLS OF MONTEZUMA
Technicolor

THE MAN WHO CHEATED HIMSELF

FEBRUARY

CALL ME MISTER
Technicolor

I'D CLIMB THE HIGHEST MOUNTAIN
Technicolor

SWORD OF MONTE CRISTO
Super Cinecolor

MARCH

BIRD OF PARADISE
Technicolor

THIRTEENTH LETTER

LUCKY NICK CAIN

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 69. NO. 3 NEW YORK, U. S. A., THURSDAY, JANUARY 4, 1951 TEN CENTS

Washington in Dilemma Over Film Wages

Undecided Whether A 'Freeze' Would Apply

WASHINGTON, Jan. 3.—Top government wage-price control officials are wrestling with a thorny problem: if wage and price controls are imposed generally, would film industry wages legally be subject to the freeze? If so, should they be frozen?

The present disposition of top officials of the Economic Stabilization Agency is that film industry wages are legally subject to the freeze, but might be exempted as a matter of policy.

Here is how the problem arises: The Defense Production Act, which gives the government power to fix wages and prices, specifically exempts prices or rentals for motion pictures

(*Continued on page 5*)

Says 'Mr. Smith' Backfires in Anti-U. S. Role

WASHINGTON, Jan. 3.—The U. S. Embassy in Moscow has reported to the State Department that "Mr. Smith Goes to Washington" is being shown in a number of Russian theatres, but that the film may not be the propaganda vehicle which Soviet authorities intended it to be.

This was learned from a reliable industry source here. The message to the Department, it was declared, said the film is being shown as a "trophy of war, captured from the Germans in Berlin."

Apparently the Moscow Embassy

(*Continued on page 4*)

H. M. Warner Tops WB 1950 Salaries

Harry M. Warner received during the last fiscal year as president and a director of Warner Brothers remuneration totaling $182,300, and was revealed to be the highest paid W. B. company officer in a year-end listing made available here yesterday. Second highest paid officer was Jack L.

(*Continued on page 4*)

Film Section of NPA Is Unchanged by Overhauling

ELC - Loew's - RKO Hearings Feb. 26

Plaintiffs Eagle Lion Classics and Pathe Industries and defendants Loew's and RKO Theatres have entered into a stipulation, approved by U. S. District Court here, setting Feb. 26 for the start of pre-trial hearings in the $15,000,000 triple-damage anti-trust action filed last year.

The date represents a postponement of the taking of depositions from last Dec. 14. Plaintiffs charge Loew's and RKO with having conspired to virtually exclude independent product from the New York market.

WASHINGTON, Jan. 3.—No change in the operations of the film section of the National Production Authority or in the administration of the construction limitation order are expected as a result of today's overhauling of the defense agencies' set-up.

For the time being, NPA will continue operating as part of the Commerce Department, and all activities will go on as at present.

Here's the way the new defense mobilization set-up now looks:

At the very top is the Office of Defense Mobilization, headed by Charles E. Wilson.

Under him there are two equal Offices, the Economic Stabilization Agency, headed by Alan Valentine and charged with wage and price control policy and administration; and the new Defense Production Admin-

(*Continued on page 4*)

JD Sees WB Decree Aiding Competition

WASHINGTON, Jan. 3.—The proposed Warner Brothers' consent decree will "provide an opportunity for independent first-run competition in substantially all the larger cities where Warner now has theatre interests," according to William Amory Underhill, Acting Assistant Attorney General in charge of the Justice Depart-

(*Continued on page 4*)

Marines Give Plaque To Skouras Tonight

A special plaque will be presented to Spyros P. Skouras, president of 20th Century-Fox, tonight by the Marine Corps, honoring the company "for cooperation and assistance so generously extended . . . and for demonstrating the spirit so necessary to the success of the national defense."

The plaque, which is being given in

(*Continued on page 4*)

CUT RATES FOR WHOLE FAMILIES TO AID DROOPING BOX-OFFICES

CHICAGO, Jan. 3. — Neighborhood houses are experimenting with "Family Nights" and reduced prices to aid their box-offices. None of the houses are first-run. They all play films five or six weeks after they leave the Loop.

Typical is the Essex on Chicago's North Side which has started a policy of admission prices suited to the family budget whereby "ninety-eight cents will admit a family of four." Adults will be charged 40 cents at all times and children nine cents.

The Rena Theatre on the West Side will admit an "entire family no matter how big" for one dollar on Mondays through Thursdays. The rest of the week regular 60-cent adult admissions and 20 cents for children will be charged.

Also, the Symphony Theatre in Austin advertises "all seats 14 cents until seven P.M."

Minimize Patrons' Costs: Pinanski

Boston, Jan. 3.—There is a necessity for theatres today to make a concentrated effort to minimize the cost of attending the theatre by family patrons even to the extent of providing facilities which will relieve mothers and fathers of the need to hire baby-sitters, Samuel Pinanski, president of the Theatre Owners of America, declared here.

Pointing out that the cost of baby-sitters and in-town parking of cars "are added to the cost of attending the theatre," Pinanski said the problem must be met.

Showmen See Good Points In Phonevision

Best for Small Groups; Some Problems Cited

By DAN BLUE

CHICAGO, Jan. 3.—Chicago theatremen who have seen Phonevision in operation say that while it is too early to rate the new medium, they are agreed on these points:

Technically, Phonevision is excellent. Sound and picture quality of the films shown thus far are away ahead of that found on current commercial TV films.

Some films Phonevised will be better on TV than others, theatremen agreed. "Welcome Stranger," they cited as an example, was much better on Phonevision than was "April Showers" because "Stranger" was mainly close-ups while "Showers" had many "big scenes" and therefore much

(*Continued on page 5*)

Most Key City Theatre Grosses Equal Last Year

Holiday grosses throughout the nation were good, in most cases equal to the receipts of a year ago and in a few cities even better, according to reports from MOTION PICTURE DAILY's field correspondents.

In general, motion picture theatres felt the keen competition for the entertainment dollar and strong product was needed to place a theatre's gross in the higher brackets.

New Year's Eve business in Chi-

(*Continued on page 5*)

Sacher Loses Post As '306' Attorney

Harry Sacher, a defense attorney in the trial here last year of the country's top Communists, was ousted yesterday as general counsel of IATSE's New York Projectionists Local No. 306.

In a surprise move, approximately three-fifths of those who ballotted yesterday at a "306" general membership

(*Continued on page 4*)

Personal Mention

ERIC JOHNSTON, Motion Picture Association of America president, and JOYCE O'HARA, his executive assistant, were in New York yesterday from Washington.

•

FRANK J. DAMIS, managing executive for Warner Brothers in Northern New Jersey, and MRS. DAMIS announce the engagement of their daughter, MARIE, to PETER A. CONVENTS, JR., vice-president of Photogravure Co. of Paramus, N. J.

•

SAMUEL GOLDWYN, who was due to arrive here yesterday from the Coast, has been delayed and will arrive here tomorrow.

•

IRVING M. SOCHIN, Universal-International special films division sales head, is visiting Baltimore and Washington and will return here tomorrow.

•

FRED LEAHY, PERCE PEARCE and LARRY WATKI, Walt Disney executives, will sail from here for Europe tonight aboard the *S.S. Queen Mary*.

•

MAX WEINBERG, M-G-M's Eastern short subject representative, has returned to New York from the Coast.

•

RUSSELL STEWART of M-G-M's home office publicity department returned from a vacation yesterday.

Leon Brandt Heads Lopert Advertising

Leon Brandt has been appointed advertising, publicity and exploitation director of the newly-formed Lopert Film Distributing Co., it was announced here yesterday by Ilya Lopert, president. Brandt recently resigned the post of advertising-publicity director of Eagle Lion Classics. Prior to that association he was with United Artists where he served as director of special events. Brandt entered the industry in 1933 with Fox Theatres.

Rossini Sparks New Film Company

Dino Rossini, president of Radiant Laboratories, Inc., a new film processing firm, reports that he has sold his Fototecina interest in Rome, Italy, and will hereafter devote his full time to supervising the operation of Radiant.

In an expansion program now underway, Rossini has appointed Robert G. Cunningham as special representative to contact producers. Cunningham was formerly with Ansco and Color Screen Co.

Col. Declares Dividend

Columbia Pictures Corp. announces that the board of directors at a meeting held yesterday, declared a quarterly dividend of $1.06¼ per share on the $4.25 cumulative preferred stock, payable Feb. 15.

Says Majors Need Independents

Here from Hollywood to arrange for distribution of his recently completed picture, "Five," independent producer Arch Oboler declared here yesterday that it is incumbent upon major film companies to make sure that independent production "keeps alive."

In expressing this view, Oboler said that in the industry the majors are to the independents what big business organizations like General Electric and DuPont are to small businesses in the manufacturing industry. The organizations named, and others like them, Oboler said, have discovered that it is important to the American economic system that small business continues to operate.

"The way of the independent producer has been rough since the end of World War II," Oboler observed. Still, he added, too many within the industry tend to regard the independent producer as an "accident" of the war. He said that much valuable imaginative achievement of recent years took root among independents such as Stanley Kramer, Robert Rosson, and others, and that major producers were thus exposed to new and profitable ideas.

The producer, who served also as writer and director of "Five," said the picture, which cost only $76,000 to make because of his triple activity and because it was filmed for the most part on his Santa Monica ranch, will be released by one of two major distributors with whom he has conferred here. The story is about five persons who survive an atomic disaster.

Oboler has two more pictures planned, and he said he will make these "with Phonevision in mind." He will release them for television after general theatre distribution, he indicated, and expressed the belief that "live" shows on TV have got to give way to films as video advances in popularity. Oboler will be here 10 days.

'The Evangelist' Hits State Review Board

ALBANY, N. Y., Jan. 3.—"A housecleaning is needed in the motion picture review division of the State Education Department," declared *The Evangelist* in an editorial on the banning by the New York City license commissioner of "The Miracle" which had been given a seal by the division.

Quoting the state law which grants the board of review power to refuse a license when "a film or part thereof is obscene, indecent, immoral, inhuman, sacrilegious or is of such character that its exhibition would tend to corrupt morals or incite to crime," the Albany Diocesan weekly said, "it is difficult to see how 'The Miracle' and no small number of other films have been licensed by the board of review."

Richard Hart, 35

Richard Hart, 35, stage and screen actor, died Tuesday night at the French Hospital here. Surviving are the widow, Louise Valerie Hart, and two children, Hilary and Sheila.

$2,000 a Week in '39, $25,000 in 1951

Chicago, Jan. 3. — M-G-M star, Red Skelton, will receive a $25,000 guarantee plus a percentage of the gross for his one week personal appearance at the Chicago Theatre beginning Friday.

When he appeared there in 1939 he received $2,000 a week. Balaban and Katz are advertising Skelton's personal appearance in their loop and neighborhood theatres, anticipating a big box-office. His latest film, "Watch the Birdie," will open Feb. 9 at the Chicago.

10 Houses Will TV Truman's Speech

Ten theatres in five states will carry President Truman's State-of-the-Union message to Congress next Monday afternoon on their large-screen television.

Five of the theatres are situated in the New York Metropolitan area. They are: Fabian's Fox and Century's Marine in Brooklyn; Century's Queens in Queens Village, and the Paramount and RKO's Fordham in Manhattan.

Other theatres which will carry the address, which is scheduled for delivery in Washington from 1:00 to 1:30 P.M. Monday, are: Fabian's Palace, Albany, N. Y.; Pinanski's Pilgrim, Boston; Michigan, Detroit; State Lake, Chicago, and the Radio City in Minneapolis.

Para. Speeds 'Bowl' Reels to Exhibitors

Paramount has delivered to its branches three days ahead of schedule its newsreel compilation of the top football bowl games of 1951. Oscar Morgan, sales manager of short subjects, said that this speed service enabled exhibitors to compete with television films of the games which have not yet been shown on home screens.

Narrated by sports commentator Ted Husing, the 10-minute reel features highlights from the Michigan-California Rose Bowl game, the Texas-Tennessee Cotton Bowl game, the Miami-Clemson Orange Bowl game and the Oklahoma-Kentucky Sugar Bowl game.

Albert Howell, 71, Industry Inventor

CHICAGO, Jan. 3.—Albert S. Howell, 71, co-founder of Bell & Howell Co., of this city, manufacturers of motion picture and photographic equipment, died today in Ravenswood Hospital after a brief illness.

Three early inventions by Howell were credited with eliminating the "flicker" from motion pictures and permitting mass distribution of films by enabling additional copies to be made cheaply.

Reserves Decision In 'Miracle' Case

Following a hearing here yesterday, New York Supreme Court Justice Aron Steuer reserved decision on whether New York City License Commissioner Edward T. McCaffrey was acting within his legal powers when he banned showings of Roberto Rossellini's "The Miracle" at New York's Paris Theatre.

"The Miracle," made in Italy and part of an omnibus film, "Ways of Love," was returned to the program of the Paris last Friday pending final adjudication of distributor Joseph Burstyn's motion, filed that day, for a temporary injunction to restrain the License Commissioner from banning the picture. McCaffrey acted against "The Miracle" on the ground that it was "blasphemous." The film had been withheld several days from exhibition at the Paris.

Corporation Counsel John P. McGrath argued at yesterday's hearing that McCaffrey's banning action was justifiable, and that the Commissioner had the power to so act under the provisions of the City Charter and the State Penal Law. Justice Steuer advised McGrath against holding prior to a court decision a contemplated departmental hearing at which the owners of the Paris would be required to show cause why its license should not be revoked.

Earl Koons, attorney for Burstyn, argued yesterday that the Commissioner acted "arbitrarily and capriciously" in exercising a ban he had no power to impose. Justice Steuer declined Koons' invitation to view the picture on the ground that to do so would place the jurist in the position of acting as a censor. Steuer said that "only as a last resort" would he view the picture in conjunction with the litigation.

The American Civil Liberties Union introduced at the hearing a brief condemning McCaffrey's action.

MPAA Denies Plan For D.C. Meeting

Motion Picture Association of America officials yesterday denied a report published elsewhere that there are plans in work for industry leaders to meet with Administration officials, including Cabinet members, in Washington in the near future.

"Some such idea was discussed and abandoned last month," it was stated. "There is no such plan under consideration now."

New RKO Company's First Sales Meet

BOSTON, Jan. 3.—First field sales conference to be conducted by home office executives of RKO Pictures since the inception of the new company started here today with the arrival from New York of Sidney Kramer, Frank Drumm and Robert Folliard. Eastern sales manager Nat Levy is due tomorrow for the meetings being held for the remainder of the week with local exchange manager Hatton Taylor and his sales force.

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DALLAS IS EVERYWHERE!

DALLAS DALLAS DALLAS

Italo-US Film Meet Will be Held Here

A delegation is coming to the U. S. from Italy, consisting of both Italian government and film industry officials, to consult with the Motion Picture Association of America and independent producers on film problems, home office foreign department officials were informed yesterday.

The U. S. State Department will take an in-the-background, unofficial role in the talks. Some six specific problems are reported slated for discussion, including quota, exchange difficulties, censorship troubles, a demand that U. S. distributors join the Italian film association, and others.

Marines Give Plaque

(*Continued from page* 1)

connection with the world premiere of the Technicolor "Halls of Montezuma" at the Roxy Theatre, will be presented to Skouras at a dinner by Major General Merwin H. Silverthorn, USMC. Other Marine officials who will attend the affair include Brigadier General Clayton C. Jerome, Brigadier General John C. McQueen, Brigadier General James P. Riseley, Colonel Jaime Sabater, Colonel Alfred R. Pefley, Colonel Jack P. Juhan, Major A. W. Gentleman, Major Louis H. Wilson, Major Frank R. Wilkinson, Captain Horace E. Curtis and Lieutenant Mary MacDonald.

Meanwhile, plans were set for tonight's big Marine parade in the Times Square area, which will precede the premiere.

Starting at 56th Street and 7th Avenue, the parade, which will include Marines on foot, station wagons, trucks and other vehicles, will march along to music played by both the Quantico Marine Band and the Drum and Bugle Corps of the Marine Corps Band, known as the President's Own." Spotted in the procession will be 60 future Leathernecks, volunteers from the Metropolitan area, who will be sworn into a special Halls of Montezuma company in a ceremony on the Roxy stage.

Both the Quantico Band and the Drum and Bugle Corps have been especially assigned to participate in the "Montezuma" premiere. The film was produced with the cooperation of the United States Marine Corps.

Shane Switches Schedule

HOLLYWOOD, Jan. 3. — Producer-director-writer Maxwell Shane has rearranged his production schedule to set "The Hostage," based on his own original, backgrounded in Los Angeles, as the first to roll on his 1951 slate. This sets over until later the filming of "The Family Way," based on Milton Raison's original.

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Review

"Odette"

(Wilcox-Neagle Productions—Lopert Films)

THE story of "Odette," about the activities of British agents in occupied France, may be somewhat outdated, but not so the appeal of its telling. It is charged with genuine emotion, high drama and the stirring message of a woman's faith and loyalty in the face of German brutality and the constant threat of death before a firing squad.

Rather than turn this true account of Odette Churchill's service and suffering as a British agent in the Second World War into an adventure story, producer-director Herbert Wilcox has chosen to concentrate, in typical British film fashion, on the people involved. In this he is aided vitally by an excellent cast headed by his wife, Anna Neagle. whose performance throbs with the true-to-life tensions, fears and suffering which Odette Churchill underwent in her ordeal.

Trevor Howard, as Capt. Peter Churchill, head of a ring of British agents operating under the noses of the German Army and Gestapo in France, gives a restrained and finely chiseled performance; Marius Goring as the colonel in charge of the German intelligence service, impresses with a polished job. And Peter Ustinov is excellent as the British radio operator.

The picture, which has in parts a documentary quality, was a smash hit in Britain. While the dialogue in parts lets down the players, this is made up for by a number of gripping passages and Miss Neagle's excellent characterization which should endear the film to the female sector of the audience.

The picture lays stress on the inhumane methods of the Gestapo and tangles with the popular German apology of "I was just following orders." It climaxes in Odette's death sentence, her incarceration at the Ravensbruck concentration camp and her eventual reunion with her children and her husband.

Running time, 105 minutes. General audience classification. Release date, not set.

WB Decree

(*Continued from page* 1)

ment's anti-trust division.

"Subsequent run competition has also been facilitated in those communities," Underhill declared. "The judgment should also make possible independent competition in substantially all small communities where Warner operates."

The proposed decree is slated to go before the special New York statutory court tomorrow for final approval. Though it was available for trade press reporters last week, the decree was released by the Department for general distribution only yesterday. Underhill's statement accompanied it.

The Department ducked any exact estimate of theatres Warner would have to sell. It said divestiture of "over 55 theatres" would be required. The Department pointed out that the company has already dissolved its joint interests with independents.

NPA Film Section

(*Continued from page* 1)

istration, headed by William H. Harrison, charged with policy-making and over-all control on production, allocation, manpower and other mobilization problems. Under the Defense Production Administration will be the National Production Authority and other agencies which will carry out at the operational level all policies set by Harrison's office.

NPA Approves Three Theatre Permits and Rejects Two

WASHINGTON, Jan. 3—The National Production Authority has granted three appeals from its theatre construction ban and denied two others.

Approved were these projects: A new $250,000 drive-in theatre in Springfiled, Mass., for Round-Hill Drive-in Theatres, Inc., Joseph E. Levine of Boston, president; a new $115,000 drive-in at McHenry, Ill., for the R. J. Miller Colony Theatre, and a $10,824 remodeling of the Oriental Theatre in Chicago.

Turned down was a drive-in at South Chattanooga.

WB 1950 Salaries

(*Continued from page* 1)

Warner, production vice-president, whose salary for the year was listed as $182,050.

All directors and officers of W. B. as a group received during the fiscal year remuneration totaling $1,474,930, it was reported.

Other individual salaries were listed as follows: Benjamin Kalmenson, vice-president, $132,500; Harry M. Kalmine, vice-president, $132,500; Robert W. Perkins, vice-president and general counsel, $107,200; Samuel Schneider, vice-president, $107,100; Albert Warner, vice-president and treasurer, $107,000; Stanleigh P. Friedman, vice-president, $64,450; Samuel Carlisle, controller and assistant treasurer, $52,080.

The $1,474,930 paid to all directors and officers of the company as a group does not include $2,271 paid as a share in the profits of music publishing subsidiaries, nor does it include $18,975 in legal fees paid to law firms in which company officers or directors have partnerships.

It was reported that at the end of last year Warner Brothers had 27,249 stockholders holding some 7,295,000 shares. As of the year-end no person owned of record 10 per cent or more of the stock. Directors and officers as a group held 17 per cent of the stock. There were outstanding no options, warrants or rights to purchase securities of the company or any of its subsidiaries.

Monogram Reverses Stand on 'Hiawatha'

HOLLYWOOD, Jan. 3.—Monogram president Steve Broidy today announced that the planned production of "Hiawatha" will not be shelved as previously decided and that production will begin immediately with the same script prepared eight months ago.

Broidy said, "the avalanche of editorial comment which greeted our (earlier) announcement convinced us that the American public would not be dupes for any Communist line."

State Legislative Picture Is Clear

WASHINGTON, Jan. 3.—All 48 states will have meetings of their legislatures this year, but "not a thing unusual" is expected, according to Jack Bryson, legislative expert of the Motion Picture Association of America.

Bryson said he expected the usual tax and censorship bills would be cropping up in the various states "when the proper time comes," but that as far as his scouts have been able to discover there are no new serious threats.

Forty-four state legislatures will hold regular sessions this year, which usually meet only in the even years, and the remaining four, Louisiana, Mississippi, Kentucky and Virginia, have already announced they will hold special sessions. Montana, Ohio and Tennessee actually got their meetings under way Monday, and eight more legislatures got under way yesterday, Bryson said. The eight are Delaware, Minnesota, Nebraska, North Dakota, Oklahoma, Pennsylvania, Rhode Island and South Dakota. Of the 44 regular sessions slated for this year, all but two will be under way by the end of this month. Legislatures in Florida and Alabama will not get going until April.

'Mr. Smith' Backfires

(*Continued from page* 1)

did not give reasons for its belief that the film was not panning out as anti-American propaganda. It did report, it was stated, that no obvious cuts had been made except near the end and that the dialogue had been pretty accurately translated.

The report from the Embassy was not a result of the Motion Picture Association of America's protest against unauthorized showing of the film but apparently came in coincidentally and independently, and just was late in arriving at the Department.

The Department is reported ready to instruct the Moscow Embassy to look into the matter and see what can be done. Actually, Department officials feel there is little that can be done. The U. S. has no copyright convention with Russia, and legally the Russians can use anything they can get their hands on.

Sacher Loses Post

(*Continued from page* 1)

meeting here voted to terminate Sacher's employment as counsel.

Sacher was among the defense attorneys who were found by U. S. District Court Judge Harold Medina to be in contempt of court during the trial of the Communists. Sacher has appealed Judge Medina's contempt finding.

A successor to the ousted attorney is expected to be nominated shortly by the officers of "306." The result of yesterday's balloting was attributed by "306" spokesmen to "dissatisfaction" with Sacher as manifest by a large number of members.

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Key Grosses

(*Continued from page* 1)

cago theatres was good, but not up to what it was last year. Television, with its many big Sunday shows, was attributed as a factor in keeping some Chicagoans home. Catholic New Year masses held for the first time on New Year's Eve was probably another factor.

Eight theatres in the Greater Boston area, exclusive of downtown Boston theatres, held midnight new Year's Eve performances, against 25 theatres in 1949. Those theatres which held midnight shows reported fair business.

The holiday season in Memphis found first-run business better than holiday business in years past. Malco had better attendance than during the holiday season for the "past several years."

In Detroit trade was excellent. "Mr. Music" at the Adams, "Dallas" at the Michigan and "Harvey" at the United Artists were the top grossers. Patrons stood in long lines to get into the Adams and the Michigan. Other first-run houses played to capacity crowds. Subsequent-run houses reported that business was excellent.

Outstanding in 'Frisco

San Francisco reports an outstanding New Year weekend, with "For Heaven's Sake" at the Fox and "Harvey" at the Orpheum among the leaders.

In Cincinnati, four downtown houses pulled their regular bills for special shows on New Year's Eve, returning to their regular shows on the following day. The holidays brought excellent returns to all houses, it was said.

Business at downtown theatres in Portland, Ore., matched almost dollar for dollar the receipts of a year ago. Suburban houses, however, reported a 10 per cent decline.

In Cleveland, a bad weekend held total grosses down. A continued slump in the neighborhoods caused talk that more suburbans would be reduced to weekend showings. About 30 houses in the territory are already following this policy.

'Bowl' Games

Miami and New Orleans had football "Bowl" games at the New Year, with the latter city reporting that the influx of people helped box-offices. At Miami, however, the "Orange Bowl" parade on Saturday evening was said to have hurt receipts. Nevertheless, most Miami houses matched grosses of a year ago. Above average business was reported from Atlanta, where balmy weather aided drive-in business, too.

Downtown first-runs in Kansas City held their own in view of conservative advance estimates for the holidays, but outlying houses in the territory termed the period "disappointing." At Baltimore, on the other hand, first-run theatres reported holiday grosses as the "best in several years." An exceptionally good Christmas weekend, followed by a capacity New Year's eve, accounted for the banner results.

Business was somewhat above the average for the period in Salt Lake City. "Mr. Music," "Pagan Love Song," "Dallas" and "Harvey" were the best grossers. The same pictures, plus "Where Danger Lives" and "Prelude to Fame," accounted for excellent holiday returns at Buffalo. "King Solomon's Mines" was held there for a fifth week at Shea's Teck.

F. and M. Adopts 'Film-Recognition' Plan for Box-Office Performers

St. Louis, Jan. 3.—Announcement of a "film-recognition" plan, based entirely upon a production's performance at the box-office was announced by Fanchon and Marco's St. Louis Theatres. Special "Box-Office Winner" plaques will be awarded to films scoring top grosses in the 36-theatre circuit.

Harry C. Arthur, president, stated that bronze plaques will be awarded quarterly. The first annual presentation will be made for the film which recorded top circuit honors during 1950. The annual award will be of silver. The quarterly presentations will be made to the producing studio, and reproductions in the shape of bronze and silver will be made to the producer, the star and the director.

The film to be honored for 1950 box-office performance will be selected by polling the circuit's theatre managers, based upon their individual theatre records.

Views on Phonevision

(*Continued from page* 1)

definition was lost on small TV screens.

Either Zenith has a marvelous projectionist, they said, or else it has some new system of projection, for none of the theatremen were able to detect changeovers in reels.

Regarding audience reaction, they seemed to feel that Phonevision will be at its best with small audiences, particularly family groups. Since it is always difficult to listen to TV and entertain friends at the same time, they reason that these "personality" disturbances will always be present in the home where "someone is sure to start talking in the middle of the picture." Further home disturbances will be telephones, doorbells, and outside noises.

Reaction to monthly bills is another problem. While people do not mind paying out a little at a time, how will they react to a large monthly bill and more than that, how will they react to food bills which seem to accompany Phonevision?

Free TV, theatremen said, would continue to be a big competition factor for any Phonevision plan. It was doubted if people would skip regular, popular TV fare to pay a dollar to see a picture unless it was a very important film.

That Zenith Radio Corp. is aware of the many problem factors of Phonevision, was reiterated again today by Ted Leitzell, Zenith's public relations officer, who said, "Phonevision is a test. We have much to learn from it."

E. F. MacDonald, Zenith president, said today that responses from test families were uniformly favorable. One test family reported: "Phonevision beats going to the movies the regular way. We like being able to relax at home while watching the show. I think we will be willing to pay one dollar to see movies this way."

The head of another family said: "I haven't been inside a movie theatre in years, but I expect to become a regular fireside watcher now."

Paul V. Galvin, president of Motorola, a competitor of Zenith, said he and his wife were delighted with Phonevision. "I think it is an added feature that any TV set owner would appreciate, and I hope it will be approved by the FCC," he said.

H. Leslie Atlass, vice-president of Columbia Broadcasting, said: "Phonevision is fine; I like seeing movies that way, but I don't think it fits our broadcasting system or that it can be accepted by the FCC. You remember, the FCC turned down subscription radio. If it approves Phonevision, I don't see why we couldn't charge a fee to hear Jack Benny or the Lux Radio Theatre."

Zenith reported that it had received many requests from Chicagoans who asked to be "hooked up" so they could receive Phonevision. Zenith also reports that local "electronic geniuses" are working "feverishly to beat the one dollar price tab. They were fiddling with their sets trying to eliminate the jitter in the picture. Zenith said the fiddlers might beat the jitters one day, but inasmuch as the Phonevision signal is sent in code, the sequence or code combination can be changed at will.

CBS Starts 'TV City'

HOLLYWOOD, Jan. 3. — Construction has started here on the initial unit of CBS Television City, plans for which were announced last May by Columbia Broadcasting.

Grants Skouras Order

SAN FRANCISCO, Jan. 3.—The Federal court here today granted an order calling upon Charles Skouras, National Theatres president, and defendant in Samuel Goldwyn's suit against Fox West Coast Theatres and others, to answer certain questions relating to pooled income among the Skouras brothers.

'Paradise' Reception

A preview of "Bird of Paradise" coordinated fashion promotion merchandise will be held in connection with a reception for the press Monday afternoon at the Hotel Pierre here by 20th Century-Fox, the company announced yesterday. Invited to the reception are representatives of metropolitan papers.

Film Wages

(*Continued from page* 1)

or rates charged by any person in the business of operating a motion picture or other theatre enterprise. But nowhere does the Act specifically exempt wages in the motion picture industry.

Government lawyers then had to decide whether this was just faulty drafting by Congress and whether Congress meant to exempt film industry wages as well as film industry prices. Their unofficial conclusion is that Congress probably meant to exempt film industry wages as well as prices, but that the way the law is worded, film industry wages are subject to control even if prices are not. That means if wages and prices are subjected to a general freeze, film industry wages could be controlled even while industry prices stay exempt.

No Ruling Yet

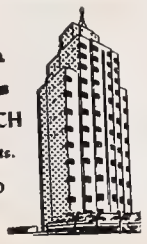
Of course, there is no official ruling yet, and the price-wage stablizers may find some other solution for this dilemma. At present, they are studying another section of the bill which says that even when prices and wages are frozen generally, the President can specifically exempt any wages where he finds ceilings "unnecessary to effectuate the purposes" of the law.

'Lamp' Premiere Set As Police Tribute

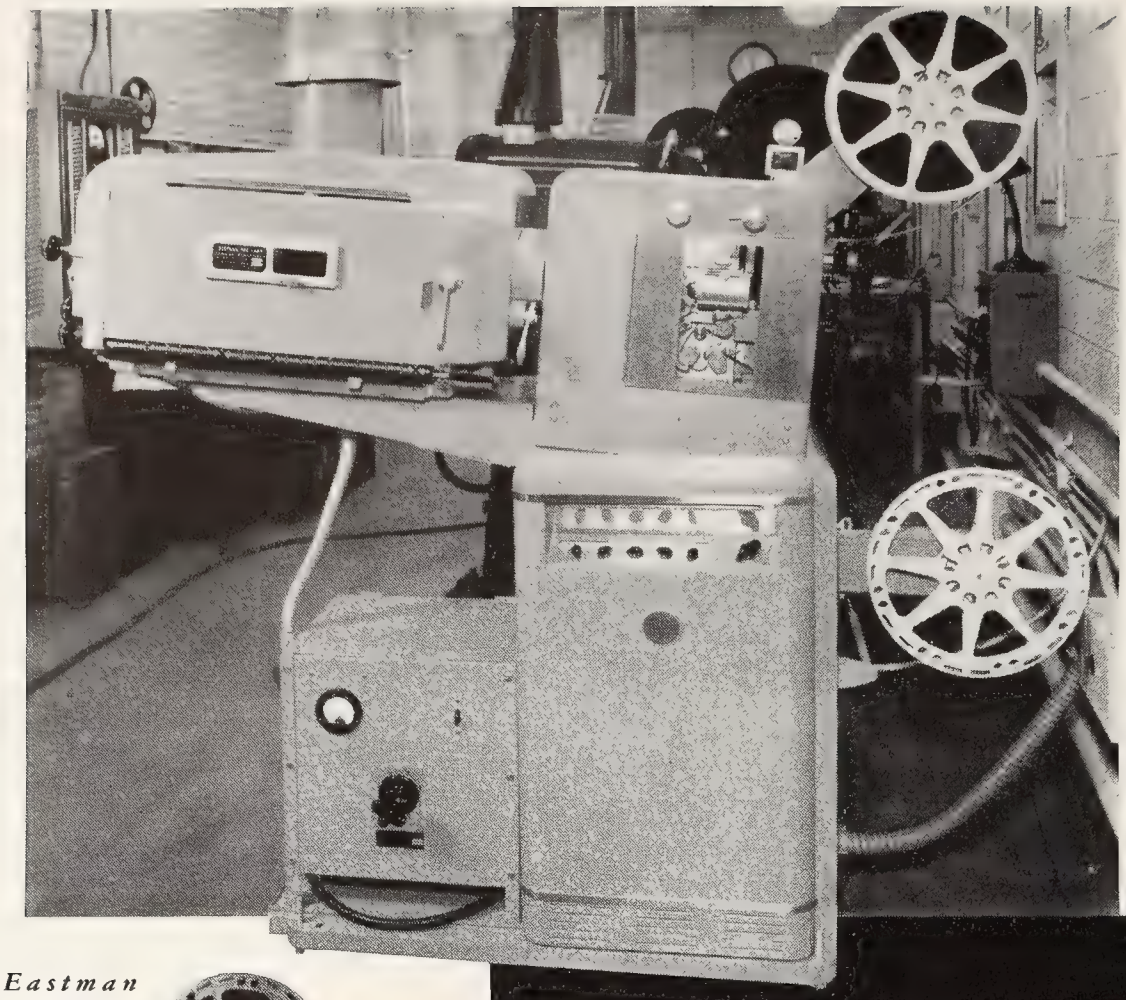
The American premiere of "The Blue Lamp," an Eagle Lion Classics release, will be held at the Park Avenue Theatre on Monday as a salute to the New York Police Athletic League.

Attendance at the premiere will be limited to 600 friends of the Police Department who have been invited by Deputy Police Commissioner James B. Nolan, who as president of the P.A.L., will receive a contribution from Walter Reade, owner of the theatre, and a group of his associates, to further the work of the P.A.L.

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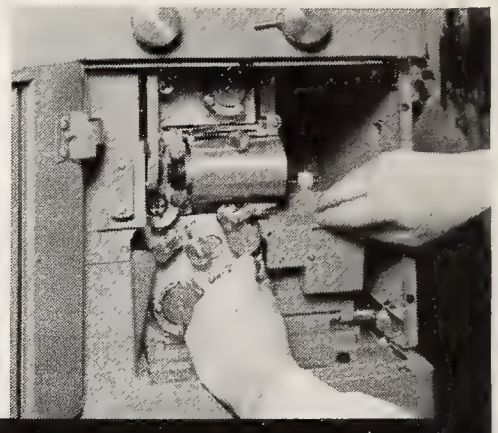


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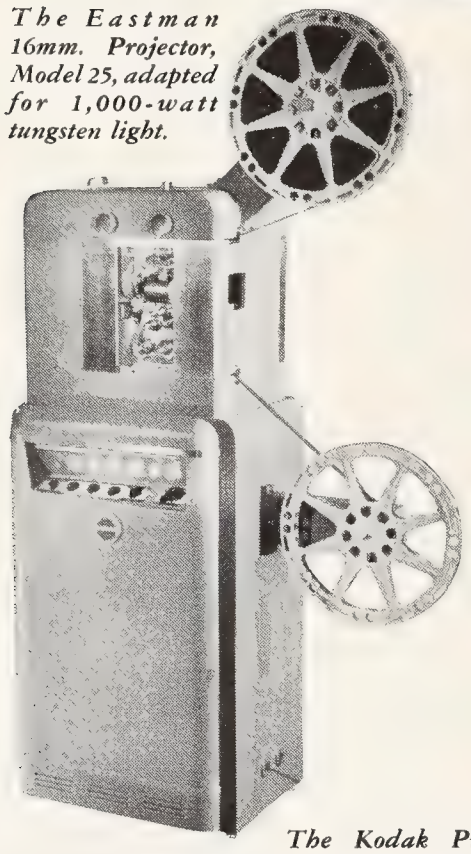


Left, the Eastman 16mm. Projector, Model 25, brings 16mm. projection to the professional level. Shown here, adapted for arc illumination, permanently installed alongside 35mm. equipment.

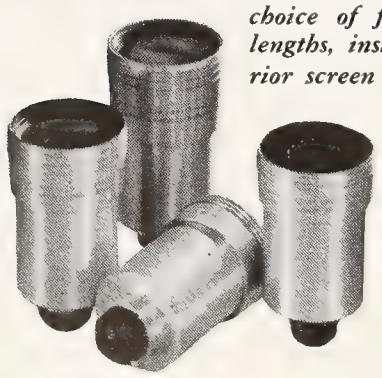
Below, working parts of the film movement mechanism are in constant view of the operator . . . readily accessible for threading and cleaning.



The Eastman 16mm. Projector, Model 25, adapted for 1,000-watt tungsten light.



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The Eastman 16mm. Projector, Model 25

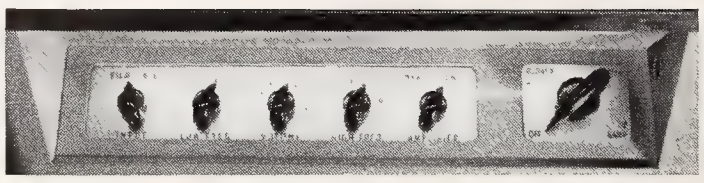
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FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 69. NO. 4 NEW YORK, U. S. A., FRIDAY, JANUARY 5, 1951 TEN CENTS

Pinanski Bids Films, ANTA Establish Tie

Says Legitimate Theatre Plan Can Aid Industry

There are at least 100 motion picture theatres in the country which, for the dual purpose of stimulating the box-office and encouraging acting talent, would make themselves available promptly for presentation from time to time of legitimate plays, Samuel Pinanski, Theatre Owners of America president, declared yesterday following his attendance at the final session of the National Theatre Assembly at the Fulton Theatre here.

The NTA met here for three days under the auspices of the American National Theatre and Academy, which is to be reorganized to permit "greater representation" to all elements constituting the American theatre. The

(*Continued on page 4*)

Skouras Bros. Income Pool

San Francisco, Jan. 4.—Three Skouras brothers, Spyros, Charles and George, have pooled their income from the motion picture industry since 1914, Charles Skouras, president of National Theatres, said here today in a pre-trial deposition given in the Samuel Goldwyn suit against Fox West Coast and other companies.

Under the original agreement, Spyros Skouras, president of 20th Century-Fox, received 40 per cent of the pool; Charles Skouras received 40 per cent and George Skouras, head of Skouras Theatres, received 20 per

(*Continued on page 4*)

Studios Agree to Insurance Talks

Hollywood, Jan. 4.—Major studios today agreed to open discussions with the AFL Film Council's negotiating committee on Feb. 12 on group insurance proposals advanced by the Council after the studios had rejected requests for voluntary cost-of-living increases.

The studios also agreed to appoint a Hollywood committee on a pension fund plan, in the event it does not prove practical to negotiate in New York.

FOR THE RECORD

THE TOP-GROSSING PICTURES OF THE 1949-1950 SEASON

Motion Picture Daily herewith lists alphabetically the top-grossing pictures in the 1949-50 season (September to September):

ANNIE GET YOUR GUN (Metro-Goldwyn-Mayer)
BATTLEGROUND (Metro-Goldwyn-Mayer)
CHEAPER BY THE DOZEN (20th Century-Fox)
CINDERELLA (Disney-RKO Radio)
SAMSON AND DELILAH (Paramount)

Zukor, 78 Sunday, Sees Picture Quality Gaining

Picture quality is still the key factor in show business, Adolph Zukor, 78 years old on Sunday and the dean of the motion picture industry, said in an interview here yesterday.



Adolph Zukor

Clear-eyed and alert, Zukor keenly follows the shifting trends in the public's taste for entertainment. As board chairman of Paramount Pictures, which has just concluded its first year of divorcement from exhibition, Zukor feels that a prime duty of production

(*Continued on page 3*)

Set Films for 2nd Phonevision Week

Chicago, Jan. 4.—Phonevision test film fare for the next week here will include two Paramount films, two from Metro, one from Warners and two from RKO.

The schedule, film, producer, and the year produced are as follows: Saturday: "I Walk Alone," Paramount, 1948; Sunday: "Song of Love," M-G-M, 1947; Monday: "Voice of the Turtle," Warners, 1948; Tuesday: "Enchanted Cottage," RKO, 1945; Wednesday: "Tenth Avenue

(*Continued on page 3*)

Recent E-L Films Sold to Television

Chicago, Jan. 4.—Exclusive first-run television rights in Chicago to 19 motion pictures representing the latest releases yet to be made available for TV, have been purchased by station WGN-TV here.

The pictures, eight Westerns and 11 other feature films, were produced by Eagle-Lion in 1947, 1948 and 1949 at a cost of $15,400,000. They will be used on WGN-TV beginning early in February.

The eight Westerns star Eddie Dean. The 11 other films and their stars are: "Out of the Blue," George Brent, Virginia Mayo; "Love from a Stranger," Sylvia Sidney, John Ho-

(*Continued on page 4*)

10 From Fidelity For ELC Release

Joseph H. Seidelman, former vice-president and foreign distribution chief of Universal-International, has acquired a stock interest in and has joined the management group of Fidelity Pictures which plans to produce within the coming 18 months 10 "top quality" pictures. Eagle Lion Classics will distribute the 10 throughout the world, utilizing affiliated distributors in overseas markets.

Fidelity is slated to embark imme-

(*Continued on page 3*)

W. B. Decree Is Approved By US Court

Divorcement Becomes Final Within 27 Months

The Warner consent decree, calling for the divorce of production-distribution and the divestiture of upwards of 55 theatres within 27 months, was signed yesterday by Federal Judges Augustus Hand, Alfred Coxe and Henry Goddard.

Within 90 days Warner agrees to present a plan of divorcement to its stockholders.

Details of the decree, reached under terms of a decision rendered by the New York Statutory court on Feb. 8, 1950, were presented orally to the court by Philip Marcus and Maurice Silverman, attorneys of the Department of Justice's anti-trust division in Washington. Joseph Proskauer

(*Continued on page 3*)

Says Loew's Wants Decree

Loew's is preparing to enter negotiations with the government looking to a consent decree, the New York Statutory court was informed here yesterday by Philip Marcus, Department of Justice anti-trust attorney.

Following the signing of the Warner decree yesterday, Federal Judge Augustus Hand queried Marcus on the status of the remaining defendants in

(*Continued on page 4*)

Grinieff Sees UA Deal by Next Week

Hollywood, Jan. 4.—Following a meeting today with Charles Chaplin and Mary Pickford, during which time he outlined his plan for stabilizing United Artists, Jacques Grinieff, foreign film distributor, said he regards prospects as "very favorable" for the successful consummation of negotiations next week.

Grinieff said goodwill is in evidence in all quarters and participants are in full possession of vital facts concerning the company's status. "I cannot give details at this time," Grinieff said, "but my feeling is that all indications are favorable."

Today's meeting closed with the un-

(*Continued on page 3*)

Hampton, Va., Anti-Trust Suit Dropped

Washington, Jan. 4.—The $450,000 damage and injunction suit brought by the Center Theatre of Hampton, Va., against all the major distributors except Loew's has been dismissed on motion of the theatre.

It was reported that the theatre has been sold to Morton Thalheimer's Neighborhood Theatres, Inc., and that lifting of all pending litigation was one of the sale requirements. The suit alleged injuries resulting from an inferior run and clearance position.

Must Find Way to Cut Costs: Rossen

Independents must find some way of lowering production costs if they are to remain in business, Robert Rossen, producer-director, declared here yesterday. Rossen has just returned from a four-month trip abroad where he completed a script for a Hal Wallis production which he will direct, too, and also "looked around for locations" for a possible future independent production.

With this view towards cutting down production costs, Rossen asserted that he and "three or four other producers" now have in mind the formation of a unit through which "they would make the pictures they are best capable of making and at the same time try to eliminate the costs involved in producing through major studios." Rossen pointed out, however, that this cost-saving project was at least a year off because of contractual commitments of some of the producers.

Para. Bookers Meet To Open on Coast

The fourth of Paramount's series of regional bookers meetings will be held over the weekend at the Ambassador Hotel in Los Angeles. Joseph Walsh, head of branch operations, will preside, while the speakers will include A. W. Schwalberg, president of Paramount Film Distributing Corp., and Max E. Youngstein, vice-president in charge of advertising-publicity.

Also present will be Western division manager George Smith and the booking personnel from the Seattle, San Francisco, Salt Lake, Portland, Denver and Los Angeles branches.

NPA Denies Queries On Raw Stock Made

WASHINGTON, Jan. 4.—Nathan D. Golden, chief of the Film Section of the National Production Authority, has flatly denied reports, published elsewhere, that NPA has sent out a questionnaire to film laboratories and newsreel companies seeking information on their raw stock consumption and inventories.

Personal Mention

RUBE JACKTER, Columbia's assistant general sales manager, will leave here Monday for Jacksonville, Fla., to attend the opening of the company's new exchange there.

•

ROBERT M. WEITMAN, vice-president of United Paramount Theatres, and MAX FELLERMAN, head of theatre administration, will leave Sunday for a tour of Paramount's Tenarkan Circuit, with stopovers slated for Fort Smith, Hot Springs, Memphis, and Jackson, Tenn.

•

ARTHUR MAYER, executive vice-president of COMPO, and GILBERT SELDES, author, will discuss the latter's new book, "The Great Audience," at a luncheon given by the Women's City Club here today.

•

JULES LEVEY, producer, will leave here Sunday by plane for England to arrange British distribution and exhibition of his new production, "Fabiola."

•

DAN FISH, British producer and distributor, left for London from here aboard the *S.S. Queen Mary* last night.

•

L. J. KAUFMAN, Warner Theatres executive, is in Washington, D. C., from New York.

ALFRED E. DAFF, Universal-International director of world sales, PETE DANA, Eastern sales manager, and MAURICE A. BERGMAN, home office executive, are visiting Washington and Philadelphia exchanges today and over the weekend.

•

WILLIAM VAN PRAAG has resigned as vice-president of Television Features, Inc., and president of General Business Films.

•

ALFRED W. CROWN, general sales manager of Samuel Goldwyn Productions, will leave here by plane Sunday for London and the Continent.

•

NATE J. BLUMBERG, president of Universal Pictures Corp., is slated to fly to the Coast from here tonight, returning to New York in 10 days.

•

GAEL SULLIVAN, Theatre Owners of America executive director, will return to New York on Monday from Washington.

•

TED R. GAMBLE, president of Gamble Enterprises, is due back in New York from Oregon next Tuesday.

•

HERMAN M. LEVY, Theatre Owners of America general counsel, is in New York today from New Haven.

$6,000,000 Trust Suit Filed in West

SAN FRANCISCO, Jan. 4.—Daniel O. McLean and Leland C. Dibble, owners and operators of the Embassy Theatre here have filed in U. S. District court a $6,000,000 treble-damage anti-trust action, naming as defendants eight distributors and major San Francisco circuits.

It is charged that the defendants have monopolized first-run exhibition of films here, to the extent that damage to the plaintiffs over a 12-year period has been in excess of $2,000,000. Circuits named as defendants are National Theatres, Fox West Coast, Blumenfeld Enterprises and North Coast Theatres.

Kass to Take K-B Suit to High Court

WASHINGTON, Jan. 4.—Kass Realty Corp. has decided to appeal to the Supreme Court the decision of the U. S. Court of Appeals here throwing out its $100,000 damage suit against Stanley Corp. and the K-B Amusement Co.

The lower court in effect held that it is illegal for two competing exhibitors to enter into a contract that a site for a new third theatre must be agreeable to each.

Mrs. E. Liebeskind

Funeral services were held yesterday for Mrs. Elizabeth Liebeskind, 81, mother of Nat Liebeskind, foreign film distributor.

She died Wednesday evening after a lingering illness.

'Montezuma' Has A Gala Opening Here

Highlights of the festivities held in connection with the world premiere of "Halls of Montezuma" at the Roxy Theatre here last night included presentation to Spyros P. Skouras, 20th Century-Fox president, of a plaque from U. S. Marine Major Gen. Merwin H. Silverthorn commending the company for the production.

The premiere, which drew huge crowds to the vicinity of the theatre, was attended by a large number of famous personalities. Among those invited were Mayor and Mrs. Vincent R. Impellitteri, Mrs. Eleanor Roosevelt, the Duke and Duchess of Windsor, Gene Tierney, George Sanders, Faye Emerson, Mrs. William Randolph Hearst, Mr. and Mrs. Vincent Astor, Mr. and Mrs. Cornelius Vanderbilt Whitney, Elsa Maxwell, Sid Caesar, Basil Rathbone, Gertrude Lawrence and others.

Films in Cultural Pact With Brazil

WASHINGTON, Jan. 4.—A cultural convention with Brazil, submitted by the Administration to the Senate for ratification, includes a provision that each party shall have the right to establish in the other government's territory film centers along with libraries, information offices and other agencies designed to carry out the purposes of the convention.

The convention is the first bilateral cultural convention, drawn up to supplement the UNESCO and Organization of American States agreements for cultural interchange.

Pioneers to Elect Board Saturday

Motion Picture Pioneers will meet here tomorrow to elect 21 directors, H. J. Takiff, secretary, has announced.

The nominating committee has nominated the following: Jack Alicoate, Barney Balaban, Harry Brandt, Steve Broidy, Jack Cohn, Sam Dembow, Jr., Ned E. Depinet, Gus Eyssell, Si Fabian, James R. Grainger, Abel Green, William J. Heineman, John J. O'Connor, Robert J. O'Donnell, Martin Quigley, Sam Rinzler, Herman Robbins, Gradwell Sears, Spyros P. Skouras, Albert Warner and Joseph Vogel.

Propose Allied Unit Finance Radio Show

CHICAGO, Jan. 4.—Oscar Brotman, chairman of Allied Theatres of Illinois' "Chicagoland Movie Campaign Committee," has revealed that his committee will ask Allied to finance a radio disc jockey program in an effort to fight box-office problems here. "We'll need 100 theatres in order to finance the program," Brotman said.

The proposed show would be a half-hour in length, be broadcast five or six times a week, and star disc jockey Myron Barg and feature Sam Lesner, *Daily News* film critic, in five or 10-minute talks on film appreciation. Certainly something must be done to aid business, he said.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
RUDYARD KIPLING'S "KIM"
Errol FLYNN - Dean STOCKWELL
Color by TECHNICOLOR
A METRO-GOLDWYN-MAYER PICTURE
and THE MUSIC HALL'S GREAT
CHRISTMAS STAGE SHOW

Mr. Music
A Paramount Picture starring
BING CROSBY · NANCY OLSON
CHARLES COBURN · RUTH HUSSEY
Guest Stars
GROUCHO MARX · DOROTHY KIRSTEN
PEGGY LEE · THE MERRY MACS
IN PERSON LOUIS PRIMA and his ORCH.
plus "KEELY" SMITH
plus SHIRLEY VAN
Extra JAN MURRAY
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

The Mudlark
20th CENTURY-FOX
RIVOLI
BROADWAY AT 49th ST.

ROXY 7th AVE. & 50th ST.
Plus A Great Stage Show!
HALLS OF MONTEZUMA
20th CENTURY-FOX
TECHNICOLOR

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WB Decree

(Continued from page 1)

represented Warner at the hearing.

A motion to delay approval of the decree, made by Sutphen Estates, Inc., was denied. Sutphen Estates, owner of the property on which the Strand Theatre on Broadway is located, objected to the proposed dissolution of Warner, the company which had guaranteed the 98-year lease under which a Warner subsidiary operates the Strand.

Both Marcus and Proskauer opposed the motion, holding that Sutphen Estates would be fully protected under terms of the divorcement still to be worked out.

Marcus, interpreting the details of divorcement, said that the decree followed in the main provisions of the Paramount and RKO consent decrees, both of which have been carried out.

In addition to the 55 theatres slated for divestiture, a number of theatres are under "conditional divestiture," with further study of the future competitive situation in certain localities to be considered.

Judge Hand queried Silverman, who presented further details of divestiture, on safeguards set up to prevent the new Warner theatre company from affiliating with other major circuits and was assured that no party connected with any anti-trust judgment could purchase the divested theatres. Furthermore, it was pointed out, the new theatre company can acquire new theatres only with the consent of the court.

Both the government and Warner urged the court to appoint one justice who would hear all disputes which may arise from carrying out the decree. A provision in the decree waives the right to demand that the three-man court be convened to hear disputed matters.

Among those attending the hearings were Robert Perkins, Warner general counsel, Howard Levinson, Warner attorney, and Harold Lasser, of the Department of Justice's New York office.

Fidelity

(Continued from page 1)

diately upon an expansion of its producing organization in consequence of the program it has laid out. Top management of the company includes A. Pam Blumenthal, Howard Welsch, who is executive producer, Gregg Bautzer and Seidelman. In the last two years Fidelity has produced one for RKO release, and two for U-I. It has in production at present "Chuck-A-Luck" starring Marlene Dietrich.

Phonevision

(Continued from page 1)

Angel," MGM, 1948; Thursday: "Murder, My Sweet," RKO, 1944; and Friday: "Golden Earrings," Paramount, 1947.

These films will have their first showing on the days listed at the 4 P.M. performance of Phonevision.

Grinieff Sees UA

(Continued from page 1)

derstanding that Chaplin and Pickford will confer on his proposals privately tomorrow. Grinieff said he will not disclose the identities of his associates until negotiations are closed.

Zukor on Film Quality

(Continued from page 1)

is to anticipate in advance the type and quality of stories which will make pictures with box-office appeal.

"Divorcement has enabled us at Paramount to concentrate on product that will stand up independently at any box-office," Zukor said. "It took about six months to become acclimated to the loss of our theatres which had always produced the lion's share of revenue, but for the past six months we have become reconciled, and our forthcoming product will prove that we are making better pictures than ever."

Zukor expressed "qualified optimism" for the future of production. "I don't think we will ever return to a period of abnormal profits," he said, "but by intelligent choice of the essention ingredients of a film—story and subject—and rigid economy in production costs, we can keep in the black. That's a real accomplishment these days."

Pictures Must Be Better

Zukor stressed that today pictures must be better; audiences have demonstrated that they will no longer show up to see a poor picture. In this situation the superior picture will come into its own, Zukor said.

"Too often the good picture has been denied the good playing time it deserves," Zukor said. "Too many exhibitors would play a poor picture with a cheaper rental on the weekend, reasoning that the house would be full regardless of the bill, and play the good picture at the beginning of the week.

"That practice is disappearing," Zukor said, "for it takes a good picture to fill the house on weekends now. The producer gains by this policy and in the long run the exhibitor gains, too."

Zukor envisaged the poorly contrived program picture as disappearing from the nation's motion picture theatres. "Perhaps they will have a place on television," he said with a smile. "Not good enough to draw patronage at the box-office," he said, "but good enough for the free stay-at-home audience."

Doesn't Under-rate TV

The man who entered show business in 1902, when "the flickers" were a novelty, hastened to explain that he does not under-rate television, "a great new medium."

"Television has a problem that we do not have to contend with," Zukor said. "Our pictures can concentrate on entertainment; if our product gives the audience pleasure we have attained our objective. But the man who produces film for television must not only entertain an audience but he must also sell soap or refrigerators, or what have you. Can you imagine, for example, breaking into 'Samson and Delilah' at regular intervals for a commercial?"

Zukor sees a boon to production in a relative new development in exhibition, the so-called "art" theatres. These small houses provide long runs for pictures of quality which do not fit into the pattern of the theatres which cater to mass audiences, he said.

Academy Foundation Reelects Freeman

Hollywood, Jan. 4.—The Academy of Motion Picture Arts and Sciences has re-elected Y. Frank Freeman president of the Academy Foundation. The Foundation's chief present project is the restoration of milestone and historical films stored in the Library of Congress where they were originally recorded on paper rolls, covering the production period from 1894 to 1917.

Cantor's RKO Date May Set New Policy

Eddie Cantor will present his solo program, "An Evening with Eddie Cantor," at the RKO Keith Theatre, White Plains, on the evenings of Feb. 8 and 9, marking the first step in a new experiment for RKO Theatres.

The success of this venture is expected to lead to the presentation of other outstanding entertainers in the circuit's key houses throughout the country. All seats are reserved for the show and are scaled at $3.60, $2.40 and $1.20, including tax.

'Harvey' Holding Over

Universal-International's "Harvey," which opened in more than 100 situations, including many key cities, during the Christmas to New Year's week, is holding over in more than 85 per cent of them, according to the company.

2 Groups Oppose Ban on 'Oliver'

Two organizations yesterday made public their disapproval of the possible banning of the J. Arthur Rank film, "Oliver Twist," from the American screen.

Directors of the National Board of Review have passed a resolution opposing any "open or covert actions of intimidation, boycott or arbitrary censorship" aimed at preventing the film from being shown here, it was announced by William C. MacMillen, Jr., president of Eagle Lion Classics, distributor of the film.

The New York chapter of the American Council for Judiasm, Inc., headed by Lessing J. Rosenwald, passed a resolution condemning the suppression of the film. The resolution stated, in part, opinions or actions dissenting from views expressed in films or publications are "the proper exercise of public opinion, as opposed to pre-censorship or suppression."

The controversy, which is now in the hands of the board of directors of the Motion Picture Association of America, concerns the portrayal of Fagin, which allegedly tends to inspire anti-Jewish sentiment. The MPAA board is scheduled to rule next Tuesday on ELC's appeal from the Production Code Administration's refusal to issue a seal to the picture.

Acquires 2 Drive-ins

AKRON, Jan. 4. — Edward Raab, owner of the Liberty and Highland theatres has acquired two drive-ins in this area, from Clarence Snook and George Blake.

Announcing

The First Annual Communion Breakfast for Catholic people of the motion picture industry, New York area, at St. Patrick's Cathedral, January 21st. Pontifical Mass at nine o'clock. Breakfast immediately following, Grand Ballroom, Hotel Waldorf Astoria. For information and tickets communicate with the member of the Sponsoring Committee in your office, or Miss Marguerite Bourdette, Room 1107, 1501 Broadway. Telephone BRyant 9-8700. Tickets: $3.50 each.

Skouras

(*Continued from page* 1)

cent. Later George was given two-and one-half per cent from each of the shares, making the split 37½-37½-25 per cent, Charles Skouras said.

When Spyros Skouras became president of 20th Century-Fox, according to the deposition, he agreed not to take anything from the pool in excess of his 20th-Fox salary. If Spyros' share exceeded his 20th-Fox salary, the excess was divided in a 3-2 ratio between Charles and George, the NT president said. Included in the pool were the salaries of all three, plus dividends from industry holdings. No income from Skouras properties in St. Louis went into the pool.

When asked whether income from outside the film industry went into the pool, Skouras refused to answer on the advice of his attorney.

The pool was discontinued as of Dec. 31, 1950, Charles Skouras said.

Further depositions will be taken in Los Angeles on Jan. 30 and at a later date in New York.

Joseph Schenck, former president of United Artists Theatre Circuit, now headed by George Skouras, and presently a 20th Century-Fox production executive, is also expected to give pre-trial testimony. A motion to set the case for trial will be heard on Jan. 15.

Queried about the Bon Bon Corp., a company set up to make candied ice cream, Charles Skouras predicted that it would become greater than the Coca-Cola Co. He said that Schenck, Pat de Cicco and George Skouras had an interest in the confectionery company.

TOA Board Meet Is Put Off to April

Theatre Owners of America's executive board meeting which was tentatively scheduled to be held in Washington early this month has been postponed to April.

With the Council of Motion Picture Organizations board meeting to be held here next Thursday and Friday, and with the Allied States Association board meeting slated for Feb. 15-16 in Washington, postponement of the TOA chieftains' annual parley presumably puts the latter organization in the position of seeing what action Allied takes with respect to TOA's COMPO board expansion proposal before TOA itself acts.

Metropolitan Drives Aid Upstate Houses

ALBANY, N. Y., Jan. 4.—Efforts of New York City exhibitors to formulate a campaign to stimulate business at the box-office may help exhibitors in contiguous areas, it was said here by Harry Lamont, head of Lamont Theatres.

"Campaigns of this kind spill over into neighboring areas," he said. "The New York City promotion of 'Movies Are Better Than Ever' helped me in Greenville, a Catskill Mountain town. People coming to Greenville from New York had felt the impact."

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NEWS in Brief . . .

AN 11-page section devoted to fashion manufacturers' promotional tieups with "Bird of Paradise" was featured in Wednesday's issue of *Women's Wear Daily*. The promotion is part of the heavy campaign being accorded the 20th Century-Fox production.

•

Boston, Jan. 4.—Louis Newman, manager of the Trans-Lux Theatre here, has been promoted by the Trans-Lux Theatres of New York to Boston city manager of the Trans-Lux and Copley theatres. J. E. Anderson succeeds Newman as Trans-Lux manager. Frank Tishman, formerly of the Grand Theatre, New York, has been named manager of the Copley

•

LONDON, Jan. 4.—In consequence of his increased interest in Cinematograph Exhibitors Association affairs, J. Arthur Rank has been nominated by CEA's London Branch as a delegate to its general council and is expected to take his seat at the meeting on Jan. 10.

•

Final details leading to a joint convention of the Theatre Owners of America and the Theatre Equipment and Supply Manufacturers Association, first proposed at last year's conventions of the respective organizations, are still to be ironed out at a meeting which will probably be held at the end of next week, probably in Washington.

•

HOLLYWOOD, Jan. 4.—The Academy of Motion Picture Arts and Sciences has announced that 488 pictures have qualified as eligible for Academy Awards by having been commercially exhibited for seven consecutive days within the Los Angeles area during 1950.

•

The 20th Century-Fox Pittsburgh exchange, heretofore a branch of the company's Mideast division, has been incorporated in the Central division under Ray Moon, division manager, it was disclosed by Andy W. Smith, Jr., distribution vice-president. The Pittsburgh branch is headed by Al Levy.

Loew's Decree

(*Continued from page* 1)

the government's film industry antitrust suit. Marcus replied that 20th Century-Fox was now negotiating a settlement and that it was his understanding that Loew's would soon begin similar talks.

Previous reports had indicated that Loew's, by asking for and receiving an extension in the time required for it to file its own plan of divorce and divestiture, was prepared to begin negotiatons with Justice.

E-L Films

(*Continued from page* 1)

diak; "Repeat Performance," Joan Leslie, Louis Hayward; "Red Stallion," Robert Paige; "Red Stallion in the Rockies," Wallace Ford; "Adventures of Casanova," Arturo de Cordova; "In This Corner," Scott Brady; "Behind Locked Doors," Richard Carlson, Lucile Bremer; "Assigned to Danger," Gene Raymond; "The Cobra Strikes," Leslie Brooks; and "Bury Me Dead," Cathy O'Donnell.

Pinanski

(*Continued from page* 1)

main goal is to establish a national theatre.

Pinanski believes there should be a "wedding" of the legitimate theatre and the film industry, and he foresees in the movement for a national theatre distinct benefits for the motion picture. A primary benefit envisaged by him is the development of acting talent which ultimately would funnel into Hollywood.

The TOA chief executive believes also that more successful plays should be made into motion pictures. However, he found fault with Hollywood's tendency to film its own versions of successful plays. Pinanski held that when a play has met with success in the legitimate theatre that success should inspire Hollywood to remain faithful to the original in bringing it to the screen.

He presented to the TOA convention in Houston last fall his view that motion picture theatres should take on more "live action" shows as a means of inducing more people to attend film houses.

It is likely that Pinanski will discuss the ANTA program at the meeting here next Thursday and Friday of the board of the Council of Motion Picture Organizations, of which he is a member. He will return today to his Boston headquarters and then come back to New York the middle of next week for the COMPO meeting.

Five Coast Houses Boost Price Scales

SAN FRANCISCO, Jan. 4.—The Orpheum, Esquire and United Artists of the North Coast Theatres circuit have raised admission prices from 60 to 65 cents daytime, and from 85 to 90 cents, evenings.

Also the Paramount and St. Francis have raised the 60 cents general matinee admission to 65 cents. The evening price of 85 cents remains unchanged. The only first-run not increasing scales is Loew's Warfield.

'Illusion' Bow Jan. 24

The American premiere of "The Last Illusion," an English-German film made in the American zone of Germany, will be held here in the Little Cinemet Theatre on Jan. 24.

Daylight and Overnight
DC-6
Mainliner 300s
11½ HRS. ONESTOP to
LOS ANGELES
"the Hollywood"
Leaves at noon, arrives 8:30 pm
United's overnight flight to Los Angeles leaves at 9 pm; arrives the next morning.
UNITED AIR LINES

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 69. NO. 5 NEW YORK, U.S.A., MONDAY, JANUARY 8, 1951 TEN CENTS

Obligation to Morale Faces Films: Arnall

Says Prosperity Too Will Accompany Emergency

In consequence of the national remobilization program the prosperity index of the domestic motion picture market soon will swing sharply upward and with the vast improvement in business the industry will find itself called upon to serve as a key factor in the building of public morale in a time of crisis.



Ellis G. Arnall

This prediction came at the weekend from Ellis G. Arnall, president of the Society of Independent Motion Picture Producers. He said he believed

(*Continued on page* 5)

Chicagoans Getting Phonevision 'Free'

CHICAGO, Jan. 7.—The favorite indoor sport in Chicago at the moment seems to be watching Phonevision on Channel 2, "the station with the jiggle."

While only 300 Phonevision test families and 35 observers are able to see Phonevision with the scramble re-

(*Continued on page* 5)

Bankruptcy Action Filed vs. Wanger

LOS ANGELES, Jan. 7.—The Bank of America has filed involuntary bankruptcy proceedings in Federal court here against Walter Wanger Productions, Inc., asserting that a loan of $178,476 made March 3, 1949, is due and unpaid.

The complaint, filed on Friday, also charged Wanger, within the past four months, and while insolvent, transferred various cash and assets in violation of the bankruptcy laws.

Wanger issued a statement declaring the incident was the result of an unusually complicated business arrangement and indicated that he will file an answer following a conference with his counsel.

59% of 1948 Amusement $ To Films: Census Bureau

WASHINGTON, Jan. 7.—A Census Bureau report reveals that motion picture theatres, exclusive of outdoor and portable theatres, accounted for 59% of the total receipts for all amusement establishments in 1948, compared with 67% in 1939, when the previous census was made.

The total includes taxes and receipts from concessions, candy sales and the like. The report was based on information gathered in the Census of Business, taken in 1949 on the basis of 1948 operations.

Some of the 1939-48 drop was taken up by increased receipts for drive-in theatres. Drive-ins weren't included with indoor theatres, Census officials said, because there were no reliable 1939 figures on drive-ins. Most of the drop, however, was accounted for by the fact that a larger share of the entertainment dollar was taken by

(*Continued on page* 5)

Kramer, Katz to Sign Col. Deal Here

Stanley Kramer and Sam Katz are expected in New York this week to finalize their releasing deal with Columbia. All details of the deal are set and contracts are drawn awaiting signature.

Court Writ Backs 'Miracle' Showing

New York Supreme Court Justice Aron Steuer on Friday, granted distributor Joseph Burstyn's request for a temporary injunction to restrain New York City License Commissioner Edward T. McCaffrey from banning the controversial "The Miracle" from exhibition at the Paris Theatre here.

McCaffrey said following the ruling that he would require time to study the writ before making a decision with respect to holding a departmental hearing at which the owners of the Paris would be required to show cause why the theatre's license should not be revoked. Two weeks ago, McCaffrey caused the picture to be withdrawn from the Paris' program because it was "blasphemous" in his opinion. The film, around which the controversy mounted daily, was returned to the program after several days when Burstyn filed for an injunction.

In ordering the injunction, Justice Steuer said: "The right to determine whether a motion picture is indecent, immoral or sacrilegious is vested solely and exclusively in the Education Department of the State."

He added: "It may not be amiss to state that the Commissioner of Licenses is not the protector of a large portion of our citizens or even of all of them. They can protect themselves,

(*Continued on page* 5)

Ready Naval Base For WB Premiere

Preparations were to be completed today at the U. S. Naval Submarine Base, New London, Conn., for a demonstration of modern submarine operations at tomorrow's world premiere of Warners' "Operation Pacific," which will have its first showing before a specially invited civilian and naval audience at the Base.

Publishers, editors, newspaper, magazine and radio representatives, as well as actor Philip Carey, who plays

(*Continued on page* 5)

Name Jordan 'U's' Circuit Sales Head

James J. Jordan, who for the past few years has been a member of the home office sales cabinet of Universal Pictures, has been promoted to the newly-created post of circuit sales manager, Charles J. Feldman, domestic sales manager, announced at the weekend.

As a member of the Universal home office sales cabinet, Jordan had served as an assistant to W. A. Scully, now advisory sales executives, on matters pertaining to the major circuits. Jordan has been with Universal for almost 25 years, starting with the company in June, 1926. He entered the industry in 1923 with Pathe and was with Associated Exhibitors before joining Universal.

Arnold, Strassberg Resign from ELC

Jonas Arnold, advertising manager for Eagle Lion Classics, and Stephen Strassberg, publicity manager of the company, announced their resignation at the weekend.

Arnold, who had been with ELC since its inception, and for the past two years had occupied the post of advertising manager, will announce his future plans after a brief vacation.

Strassberg, before joining ELC, formerly was assistant publicity director of Film Classics. He also has been associated with Republic and Loew's, Inc. Howard LeSieur, advertising and publicity director of ELC, disclosed that a successor to Strassberg will be announced tomorrow.

Compo Future To Be Decided This Week

Situation Seen Serious But Far from Hopeless

The executive board of the Council of Motion Picture Organizations will convene at the Hotel Astor here Thursday and Friday in what is regarded in advance throughout the industry as its most decisive session. The continued existence of COMPO is generally conceded to hinge upon happenings at the meeting.

The critical issue before the meeting will be Theatre Owners of America's request that all of its affiliated regional organizations be declared eligable for membership in COMPO with the right to name a voting representative to the executive board.

The TOA proposal lacks substantial support among other COMPO members, giving rise to widespread doubts that it will be accepted in its present form. A number of COMPO

(*Continued on page* 5)

20th Put Limit on Skouras 'Pool'

SAN FRANCISCO, Jan. 7.—The arrangement whereby Spyros Skouras limited his share of the Skouras brothers' income pool to the amount paid him as president of 20th Century-Fox was insisted upon by the company, it was learned here as further details of Charles Skouras' pre-trial testimony in Samuel Goldwyn's suit against Fox West Coast became available.

The original recommendation to dissolve the pool, which was done on Dec. 31, 1950, came from the gov-

(*Continued on page* 5)

Spivak-Kantor Take Over as 'IA' Counsel

Harold P. Spivak and Louis Kantor, formerly associated with Matthew M. Levy who, last November, was elected a justice of the New York Supreme Court, have formed a partnership to engage in the general practice of law under the firm name of Spivak & Kantor, with offices in New York.

The new firm has taken over the industry union clients formerly handled by Justice Levy, including the

(*Continued on page* 5)

Film Communicants To Hear Rev. Scully

The Most Reverend William A. Scully, coadjutor Bishop of Albany and former chairman of the Bishop's Committee on motion pictures, will be the principal speaker at the first annual Communion Breakfast for Catholics working in the motion picture industry Sunday, January 21. Other features of the program include an address by Don Ameche and the appearance of other film and radio stars.

The breakfast, to be held in the Grand Ballroom of the Waldorf-Astoria, will follow a Pontifical Mass at 9 o'clock at St. Patrick's Cathedral at which the industry members are receiving Communion in a body. The Most Reverend Raymond A. Kearney, Auxiliary Bishop of Brooklyn and Bishop Scully's successor as chairman of the Bishop's Committee will be the celebrant of the Mass.

The sponsoring committee arranging the affair is composed of representatives of each motion picture office in New York. Tickets at $3.50 each went on sale this week.

Chicago Theatre Tax Take Down for 1950

CHICAGO, Jan. 7.—William T. Prendergast, city tax collector, reports a steady decline in 1950 theatre amusement taxes for Chicago.

Theatre tax collections in February, 1950, were $127,102; in March, 1950, they were $124,047. Since then they have varied from time to time, but have never reached the $127,000 mark. In 1949 Theatre taxes hit a high of $160,000 in February and never went below $115,000. Low points this year were July with $90,374, and November with $97,134. Last month they hit $103,926.

Total city amusement tax collections for 1950—that includes theatres, billiards and bowling, athletics and miscellaneous amusements, were $2,009,813. In 1949 the total was $2,365,632. The drop this year is attributed to the drop in theatre attendance.

Kaye Signed for Two Goldwyn Productions

HOLLYWOOD, Jan. 7.—Prior to leaving today for New York, Samuel Goldwyn signed Danny Kaye to star in a film based on the life of Hans Christian Anderson and in "The Adventures of Walter Mitty," both to be in Technicolor.

The former film will co-star Moira Shearer, star of "The Red Shoes," with shooting to start in October under a budget of approximately $3,500,000. The second picture will be a sequel to Goldwyn's "The Secret Life of Walter Mitty," in which Kaye starred.

'Helmet' to Loew's State

The first independent picture to play Loew's State here under the present non-vaudeville policy is Robert L. Lippert's "The Steel Helmet," which will open late this month.

Personal Mention

MORT BLUMENSTOCK, Warner Brothers vice-president in charge of advertising and publicity, has returned here from a Jamaica vacation.

•

DOUGLAS AMOS, Hartford division manager for Lockwood-Gordon-Rosen Theatres, has returned to Connecticut from a three-week vacation trip to Florida.

•

RICHARD HANSER, RKO Pathe staff writer, has left here for Western Germany to write several documentaries for the State Department.

•

WALTER TITUS, JR., Republic division manager, left yesterday on a visit to Midwest exchanges and will return here Jan. 15.

•

REEVE O. STROCK, recording manager of Westrex Corp., has returned here after completing a round-the-world business trip.

•

GUSTAVE JOFFE, 20th Century-Fox manager for the Philippines, is scheduled to arrive here this week for home office conferences.

•

ROBERT LANTZ, producer, plans to plane to Hollywood from here on Wednesday for conferences with Paramount executives.

•

COWEN OLDMAN, Dixie Theatre, McMinnville, Tenn., has returned to his post after a vacation in Arkansas.

•

JACQUES KOPFSTEIN, executive vice-president of Astor Pictures Corp., will leave here today for Palm Beach.

F. J. A. McCARTHY, Universal Pictures Southern and Canadian sales manager, will leave here today for Kansas City.

•

DICK HARPER, M-G-M's home office circuit sales representative, was in Washington over the wekend from New York and plans to leave within the next few days for Chicago and Milwaukee.

•

FRANCIS HARMON, Motion Picture Association of America vice-president, is expected back here this week from Mississippi, where he spent a leave of absence recuperating from a recent illness.

•

STUART AARONS of Warner Brothers' legal department and MRS. AARONS announce the birth of a boy, BARRY MICHAEL, their first child, at Polyclinic Hospital.

•

ABE KRAMER, Associated Circuit official and Variety Club chief barker, and MRS. KRAMER have left Cleveland for a West Coast vacation.

•

MAURICE N. WOLF of M-G-M's exhibitor relations field staff will speak tomorrow before the Advertising Club at Trenton, N. J.

•

CHESTER B. BAHN, editor of *Film Daily*, is at the South Nassau Communities Hospital recovering from an appendectomy.

•

CLARK GABLE and his wife are expected to arrive here tomorrow from a vacation in the Bahamas.

Johnston Post in Mobilization Seen

WASHINGTON, Jan. 7.—Motion Picture Association of America President Eric A. Johnston will continue his efforts to set up a top-level labor management conference for better labor relations during the defense emergency, it was reliably reported today.

Such work might eventually bring Johnston into the government's defense mobilization machinery, since plans for a government-sponsored conference figure prominently in the Defense Production Act and might logically stem from Johnston's efforts if these efforts are successful.

Johnston, aided by Defense Mobilization Director Charles E. Wilson, held a secret meeting in New York last Wednesday with top labor and industry leaders. On Friday, Johnston and Wilson reported to President Truman.

Six Films Rated By Legion of Decency

Of six additional pictures classified by the National Legion of Decency, two were rated A-I, three A-II and one B.

Placed in Class A-I were Columbia's "The Flying Missile" and Eagle Lion Classics' "Mr. Universe." In A-II are RKO's "The Company She Keeps" and "Hunt the Man Down," and Warners' "The Enforcer." RKO's "Gambling House" was classified B.

To Honor Variety Hospital Physician

The officers and directors of the Variety Clubs' Will Rogers Memorial Hospital at Saranac Lake, N. Y., will honor the medical director of the institution, Dr. George E. Wilson, on Jan. 17 at a luncheon in the main dining room of the hospital.

Those who will make the trip to Saranac Lake include: R. J. O'Donnell, president; Abe Montague, vice-president; Max A. Cohen, secretary; Si Fabian, treasurer; Chick Lewis, executive vice-president; Herman Robbins, George Dembow, Fred Schwartz, Richard Walsh, Murray Weiss, Sam Rosen, Morton Thalhamer, William White, Robert Mochrie, William German, Ted Gamble, Dr. Edgar Mayer and Nicholas Matsoukas, and others.

24-Hour Broadcast For 'Bing's Day'

A 24-hour-long radio salute to Bing Crosby will begin tomorrow night and conclude the next night, marking the 20th anniversary of the singer's career in show business.

The program will begin at 10 P.M., Tuesday on CBS, and will be continued by disc jockeys throughout the night. In the morning a special program will be carried by the Liberty Broadcasting System and the salute will conclude with Crosby's regular CBS broadcast Wednesday night.

Newsreel Parade

THE war in Korea and the final tribute to Gen. Walker mark current newsreel highlights. Other items include an address by Gen. Eisenhower and coverage of Bowl football games. Paramount News devotes its entire footage to the Bowl games. Complete contents follow:

MOVIETONE NEWS, No. 2—War in Korea. Opening of the 82nd Congress. Gen. Eisenhower set for European post. Football classics in the Bowl games.

NEWS OF THE DAY, No. 237—Retreat in Korea. Tribute ot Gen. Walker. Film shows Red air power. Jet plane battle. Eisenhower off to Europe. New Congress opens.

PARAMOUNT NEWS, No. 39—Bowl games of 1951.

TELENEWS DIGEST, No. 1-B—Gen. Walker burial. Last days of Seoul. War in Indo-China. Gen. Eisenhower's headquarters set. Defenses built in the U. S. Track.

UNIVERSAL NEWS, No. 419—Retreat in Korea. Gen. Eisenhower conference on Atlantic Pact. Hitler papers uncovered. News from sport world: football.

WARNER PATHE NEWS, No. 42—UN retreat in Korea. Films show Russia's jet planes. Gen. Eisenhower asks sacrifices. Admiral Nimitz salutes "Operation Pacific." Fashions.

Percentage Suits Name Penn. Houses

PITTSBURGH, Jan. 7.—Seven percentage actions were filed in Federal court Friday against James Jaffurs, Richard E. Brown, William Anast, John Jaffurs, Jr., and Wilmer Enterprises, Inc.

Warner Bros., RKO, Universal, Paramount, 20th Century-Fox, United Artists and Loew's each filed a separate suit involving the Star Theatre, Glassport, the Grant Theatre, Millvale, and the Wilmer Theatre in Wilmerding.

John G. Buchanan and David B. Buerger of Smith, Buchanan & Ingersoll of Pittsburgh are attorneys for Loew's, and James H. Beal and James R. Orr of Reed, Smith, Shaw & McClay of Pittsburgh for the other plaintiffs. Sargoy & Stein of New York are of counsel in each case.

Merchandising Unit Set for MGM Shorts

Fred C. Quimby, head of M-G-M's short subjects department at the studio, has announced the formation of M-G-M Cartoon Character Enterprises, which will handle the licensing of products utilizing Tom and Jerry and other M-G-M cartoon characters.

Headquarters of the new division will be at the M-G-M home office, with Max Weinberg, Eastern shorts representative, in charge.

Readies 'Quo' Reel

HOLLYWOOD, Jan. 7.—M-G-M is preparing a one-reel subject on the making of "Quo Vadis" in Rome for general release. The film is now being edited with the intention of exhibiting it in theatres in advance of the picture's release later in the year.

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what won't they think of next?!!



"BEDTIME FOR BONZO" *starring* RONALD REAGAN • DIANA LYNN

with WALTER SLEZAK • JESSE WHITE

and Introducing BONZO

Screenplay by VAL BURTON and LOU BRESLOW • Directed by FREDERICK de CORDOVA • Produced by MICHEL KRAIKE

A UNIVERSAL-INTERNATIONAL PICTURE

ABC's TV Sales at $1-Million a Month

The American Broadcasting Company's gross billings from television in 1950 totalled $6,470,510 as compared with $1,391,991 for 1949, the company reports. Sale of television time mounted sharply throughout the year, with billings in the final three months amounting to more than a million dollars each month.

Gross income from radio declined in the same period, totalling $35,124,625 for 1950 as compared with $42,342,225 in 1949.

2½-Million TV and Radio Sets in Year

WASHINGTON, Jan. 7.—The radio-television industry broke all past records in production and sales of TV and radio sets in 1950, president Robert C. Sprague of the Radio-Television Manufacturers Association, said.

Preliminary estimates indicate that close to 7,500,000 television receivers and over 14,000,000 radios were manufactured during the past year. Manufacturers' sales amounted to about $1,700,000,000, which represented an increase of 90 per cent over 1949 sales and 125 per cent over 1948's record.

The industry experienced its greatest year of commercial development, the RTMA president added, "in the face of a color controversy, shortages, bottlenecks, new excise taxes, tighter credit restrictions, and mounting military requirements.

"At the peak of the fall boom, the industry was producing television receivers at an annual rate of better than 10,000,000 sets and radios at the rate of 17,000,000 units."

Sprague said it is impossible at this time to predict with accuracy what civilian production will be in 1951 due to national and international developments. "Certainly, civilian production will decline sharply due to growing shortages of vital raw materials needed both by the military and our civilian economy," he said.

Mass. Bill Regulates Drive-Ins, Reissues

BOSTON, Jan. 7.—Two measures filed in the 1951 Massachusetts Legislature would affect the motion picture industry in this state. They are House Bill 172 which would restrict the granting of licenses for the operation of open air or drive-in theatres near places of worship or buildings occupied by public or parochial schools.

The other measure, House Bill 378, would require motion picture theatres to post advertising in the case of re-release and to tell the public of the date of its first issuance and, if the film is re-titled, the original title must be given in the advertisement.

To Handle 'Pilgrims'

The Selznick Releasing Corp. will handle the distribution of "Les Joyeux Pelerins" ("The Joyful Pilgrims"), now in production at the Buttes Chaumont Studios, Paris, the company has announced.

Reviews

"Tomahawk"

(Universal-International)

A BIG, sprawling outdoor action drama that presents the Indian in a mature and intelligent perspective has been turned out by Leonard Goldstein in his latest Universal-International release. The picture is generous in production values, including Technicolor, and has a good cast headed by Van Heflin, Yvonne De Carlo, Preston Foster and Jack Oakie. It should meet with favorable reception in the market for which it is intended.

The screenplay by Silvia Richards and Maurice Geraghty portrays the plight of the Sioux Indians being pushed Westward by the white man in the latter half of last century. Heflin plays a frontiersman whose Indian wife has been killed by marauding white men. Largely responsible for the crime is Indian-hating Alex Nicol, a lieutenant in the U. S. Cavalry. For the most part the film revolves around the enmity between the two men and the eventual showdown in which Nicol is killed. All along Nicol is bent upon stirring up the Indians. As a result there are many battle scenes which make for good pictorial effects.

Miss De Carlo plays an entertainer with an itinerant show. Attracted to Heflin, she thus carries the burden of the story's slight romantic aspect. In other parts are Oakie, as an Indian scout, and Foster, a cavalry colonel. George Sherman directed from the screenplay based on a story by Daniel Jarrett.

Running time, 82 minutes. General audience classification. Set for February release.

MANDEL HERBSTMAN

"Pride of Maryland"

(Republic)

RACING FANS very likely will find a satisfactory amount of interest and excitement in "Pride of Maryland," but generally the story is lacking in action and sparkle.

With William Lackey as associate producer and Philip Ford as director, the film is about a jockey who gets barred from the track and then has a long struggle to have himself reinstated before going on to win an important race.

Stanley Clements plays the lead, a jockey at the turn of the century who believes that by standing up in the stirrups, rather than sitting flat in the saddle, the horse could make better speed. In trying to prove the theory, the jockey husband of his former girl friend—Peggy Stewart—meets his death. Subsequently, Clements rises in the racing business, becoming a famous jockey and meanwhile supporting the family of the dead jockey on the quiet. Trying to raise more money, he bets on a race and is barred. Broke and disgraced, he starts from the bottom again and after being reinstated, wins the important race and the girl. The script was written by John K. Butler.

Running time, 60 minutes. General audience classification. Release date, Jan. 20.

George A. Hamid, Sr. Acquires 4 Theatres

ATLANTIC CITY, Jan. 7.—George A. Hamid, Sr., operator of Steel Pier and varied carnival and state fair interests enters the motion picture field in a $750,000 deal involving four theatres operated by the Waxmann circuit. He purchased the Hollywood and Cinema theatres, including street floor stores and apartments, and secured leaseholds on the Shore and Astor.

Harry L. Waxmann, the latter's son-in-law, Max J. Chasens, and Waxmann's brother, Jack will continue to operate under the new set-up.

$17,000 for 'Montezuma'

With $17,000 indicated for the initial day, the Roxy Theatre here on Friday had its biggest non-holiday opening in the past two years with 20th Century-Fox's "Halls of Montezuma," it was reported by A. J. Balaban, executive director of the theatre.

Sullivan Speaks Today

NEW HAVEN, Jan. 7.—Gael Sullivan, executive director of the Theatre Owners of America, will address the New Haven Advertising Club's annual dinner at the Taft Hotel here tomorrow night.

Missouri House Burns

KANSAS CITY, Jan. 7.—The Fisk Theatre in Butler, Mo., owned and operated by Charles L. Fisk, was destroyed by fire Thursday night.

City Entertainment Gets RKO House

BUFFALO, Jan. 7.—The Empire in Syracuse has been taken over by the City Entertainment Corp. of New York. The 20-year lease, obtained at an estimated $1,000,000, was negotiated through the Eagan Real Estate Co. in Syracuse. The Empire has been under the RKO banner in Syracuse for many years. The house has been closed for redecorating and remodeling. George Maxwell has been retained as manager under the new set-up.

Three New Theatres To Open in South

ATLANTA, Jan. 7.—The new Legion Theatre in Gulfport, Miss., will be ready for opening Jan. 15. Florida Coastal Theatres has just purchased property for a new theatre in Delray Beach, Fla., to replace the old Delray Theatre. Work will start as soon as government regulations permit. Martin Theatres of Columbus, Ga., has just opened their new 1,159-seat theatre in Eufaula, Ala.

Seldes, SDG Moderator

Gilbert Seldes will be moderator Thursday evening at the Robert Flaherty Film Festival which will be held at the Museum of Modern Art starting tomorrow under the sponsorship of the Eastern Screen Directors Guild, Jack Glenn, SDG president, reports.

Short Subject

"The Mystery of the Flying Saucers"

(Hoffberg Productions)

The enigma of the flying saucers is posed but not answered in this eight-minute short subject from Hoffberg Productions. The film has the appeal of a mystery and as such provides a satisfactory interlude for patrons, despite some rough edges in editing. The subject does prove photographically, and by statements of authority, that the soaring discs are real and not the product of imagination.

Many good exploitation angles are attached to the subject.

Stars Tour 4 Cities For 'Missouri Raid'

Personal appearances by stars of Paramount's "The Great Missouri Raid" in St. Louis, Kansas City, Wichita, St. Joseph and Topeka will kick off the campaign for the 100 saturation bookings in that area between Jan. 16 and Jan. 20. Members of the troupe will include Ward Bond, Ellen Drew, Bruce Bennett, Lon Chaney, Jr., producer Nat Holt and fieldman Jim Castle.

Jerry Pickman, assistant to advertising-publicity director Max Youngstein, will join the troupe following the opening of the new Paramount Theatre in Jackson, Tenn., Wednesday. He will also visit branches in the Southern and Mid-West territories.

Omaha Variety Elect Scott Chief Barker

OMAHA, Neb., Jan. 7.—Joe E. Scott, 20th Century-Fox branch manager, will again lead the Omaha Variety Club.

Other officers elected include: Jack Renfro, first assistant; Bill Gaddoni, second assistant; Edward Shafton, property manager; Henry McGrath, dough guy; Meyer Stern, Glenn Slipper, Robert Ballantyne, Joe Jacobs, Norman Nielsen, Sidney Epstein, Walter Creal, Ralph Ayre and F. A. Van Husan, crew.

Phila. Variety Dinner

PHILADELPHIA, Jan. 7. — Variety Tent No. 13 will honor its newly elected chief barker, Ted Schlanger, and its retiring chief barker, Dave Supowitz, at a dinner tomorrow night at the Bellevue-Stratford Hotel here. Arthur Mayer, executive vice-president of the Council of Motion Picture Organizations, will be the chief speaker.

Virginia MPTA to Meet

RICHMOND, Va., Jan. 7.—The Virginia Motion Picture Theatre Association will meet here in the Jefferson Hotel on Jan. 18. Subjects to be discussed include: film rentals, taxes, drive-ins, cost of operation, improvement of business and admissions for men in uniform.

DeRado Wins Promotion

BUFFALO, Jan. 7.—Fred De Rado has been appointed advertising-publicity representative for the Comerford Circuit with headquarters in the Riviera Theatre in Binghamton, where he formerly was manager of the same firm's Strand Theatre.

Arnall

(*Continued from page* 1)

these developments would take shape rapidly in 1951.

As the remobilization program progresses, Arnall said, the American people will be "crying out" for entertainment and relaxation that will relieve them from time to time from the anxieties and toil that accompany international crises and rearmament. Hence, the motion picture industry will be called upon to render a greater degree of public service, he said.

A "solemn duty" of the industry in this connection, Arnall declared, is to make more and better pictures, for it is principally in terms of quality entertainment that the industry can contribute to the building of strong morale on the home front.

Another natural consequence of the international situation will be a diminishing of the foreign market, Arnall said, explaining that while there are some isolated locations overseas where improvement is indicated there will be less opportunity to tap foreign markets for all they are worth. He saw hope that Spain will "open up" for American films now that Stanton Griffis, "a film man," has been named U. S. Ambassador to Madrid. Griffis is chairman of the Paramount Pictures' executive committee.

To Attend Compo Meet

Arnall returned to New York on Friday from Atlanta where he spent the recent holidays. He said he will be in Washington a few days this week, but will return to New York in time to attend the meeting here on Thursday and Friday of the Council of Motion Picture Organizations board, of which SIMPP is a member.

WB Premiere

(*Continued from page* 1)

a featured role in the picture with John Wayne and Patricia Neal, will board special trains in New York and Boston tomorrow morning to attend.

Captain Charles O. Triebel, U.S.N., commanding officer of the Base, will be the official host at the premiere. The guest list includes Rear Admiral S. S. Murray, U.S.N., commander of the submarine force of the Atlantic Fleet, Read Admiral Andrew I. McKee, U.S.N. (Ret.), Captain Roy S. Benson, U.S.N., and Captain Eric Barr, U.S.N.

Omaha Tops Para. Sales Campaign

Paramount's Omaha branch took first place in the company's "booker-salesman" drive, which ended Dec. 30, 1950. The drive was in honor of A. W. Schwalberg, president of Paramount Film Distributing Corp., and its success elicited a letter of commendation from Schwalberg to all branches.

Delay TV UHF Session

WASHINGTON, Jan. 7.—The Federal Communications Commission has put off until Jan. 22 the reopening of the hearings on utilizing the UHF band for television. The postponement, from Jan. 15, was at the request of a group of educators slated to take the stand.

Decisive Compo Week

(*Continued from page* 1)

members have expressed themselves as preferring to go along without TOA, should that become necessary, but more practical thinkers regard such a course as fatal to the all-industry organization in time, both because of the cleavage in industry ranks which would result and the loss of financial support for COMPO which would be entailed.

Allied States, the COMPO member regarded as most directly affected by TOA's proposal, may hold the key to resolving the problem, inasmuch as its attitude is likely to have a telling influence on other COMPO members who either are opposed to the TOA proposals or who come to this week's meeting uncommitted.

Allied is regarded as solidly in COMPO's corner and its delegates are expected to come to the meeting, in consequence, prepared to work out an equitable solution if one can be found. However, earlier reports to MOTION PICTURE DAILY that a basis for compromise on TOA's proposals had been established in conversations between Arthur Mayer, executive vice-president of COMPO, on the one hand, and Abram F. Myers, Allied general counsel; Trueman Rembusch, president, and Charles Niles, a director, on the other, at the 20th anniversary dinner of Illinois Allied in Chicago last month, subsequently proved unfounded. No compromise proposals was put to them or broached by them at that meeting, it has since been established, contrary to the reports.

It has been further established that the Allied representatives on the COMPO board can take no final action at this week's meeting, but can agree to put any solution which may evolve before the Allied board of directors at their meeting in Washington next month.

COMPO's problem, while serious, is not regarded as hopeless, due largely to the fact that the TOA proposals actually are only details of internal organization. Equal amounts of diplomacy and conciliation may be all that is required to bring about a solution. Ted Gamble, chairman of TOA's COMPO committee, returns here today from Oregon and is expected to be available for conferences in advance of the executive board meeting.

59% of $

(*Continued from page* 1)

bowling alleys, pool parlors, sports promotors, race tracks, legitimate theatres and other amusements.

The Census report said that total receipts of all U. S. amusements, including taxes and concession sales, increased from $998,079,000 in 1939 to $2,674,997,000 in 1948, a gain of 168%. Receipts of motion picture theatres were far and away the largest single item in the amusement total, accounting for $1,616,282,000 in 1948. This included indoor theatres, drive-ins, and portable theatres. No comparable 1939 figure was available.

Receipts of indoor theatres were put at $1,568,890,000 in 1948 as compared with $673,045,000 in the earlier census. Drive-in receipts were put at $46,838,000 in 1948 and portable theatre receipts at $554,000.

The Census figures said there were 50,347 amusement establishments in 1948, compared with 44,917 in 1939. Of the 1948 total. 17,689 were indoor theatres, 820 were drive-ins and 122 were portable theatres. In 1939 there were 15,115 indoor theatres.

Payrolls for the amusement group went from $225,481,000 in 1939 to $610,834,000 in 1948. Indoor theatres boosted their payrolls from $131,583,000 to $294,672,000. Drive-ins had an $8,569,000 payroll in 1948.

Employes for the entire group increased from 223,687 to 342,031. Indoor theatre employes increased from 128,857 to 181,322, while drive-ins had 5,713 employes in the later year.

Some of the receipts figures for other amusements: bowling alleys, billiard and pool parlors, $204,125,000 in 1948 compared with $87,450,000 in 1939; race tracks, $187,905,000 in 1948 compared with $44,485,000 in 1939; baseball clubs, $130,797,000 in 1948; football clubs, $77,183,000 in 1948 against $24,490,000 in 1939.

Levey Films to Video

Television distribution rights to two feature films, "The Hairy Ape," and "Jacare" have been acquired from Jules Levey by Sterling Television Co., Inc., Saul J. Turell, president, has announced.

'Miracle'

(*Continued from page* 1)

first by ignoring the exhibition, and secondly, any individual can seek to have the Board of Regents revoke its (the film's) permit."

Rev. Little Cites Vatican Condemnation of 'Miracle'

Continued exhibition in the city of New York of "The Miracle" plays "directly into the hands of our Communist enemies and it is an insult to religious-minded people of all faiths," the Rev. Thomas F. Little, assistant executive secretary of the National Legion of Decency declared on Friday in denying published reports that Vatican approval of the film ever was given. Speaking before the Long Island City First-Friday Club, Father Little said "in a message received from Rome, Monsignor A. Galletto, secretary of the Pontifical Film Commission, most emphatically condemned the picture."

Skouras Pool

(*Continued from page* 1)

ernment about a year and a half ago, Charles Skouras said in his deposition. The three Skouras brothers, Spyros, Charles and George, had been pooling their income from the motion picture business since 1914 and dividing it on a 37½-37½-25 per cent basis, with George receiving the lesser percentage.

Further pre-trial depositions will be taken in Los Angeles on Jan. 30, with John B. Bertero, FWC vice-president, and Edwin F. Zabel, executive assistant to Charles Skouras.

The National Theatres president has agreed to be available in San Francisco for trial of the Goldwyn suit upon two weeks' notice.

Spivak-Kantor

(*Continued from page* 1)

IATSE international organization and such "IA" New York locals as Motion Picture Home Office Employes, Television Studio Broadcast Employes, and Stage Hands.

To Install Theatre TV in Shea's Fulton

The first installation of General Precision Laboratory's 16mm. theatre television system is planned for the Shea circuit's Fulton Theatre in Pittsburgh. The theatre is being surveyed at present to see if certain requirements, insisted upon by the Shea management, can be met and the installation will be in the nature of a preliminary trial, it is understood.

Called Videofilm, the GPL system is of the type which records the telecast on film and re-projects the image on the theatre screen within 40 seconds. The sale was made by National Theatre Supply, distributor of the equipment.

Phonevision

(*Continued from page* 1)

moved, some 800,000 other Chicago homes can hear the sound track perfectly on their television sets and can make some sense out of the picture in spite of the jiggle.

A few minutes of watching the scrambled Phonevision gives most people a headache, but it is reported that some people are keeping the picture on the whole time, following the story by sound and only occasionally looking at the screen. Actually, Zenith Radio Corp. could scramble the sound, too, if it wanted, but it is leaving it audible and using the simplest of the 11 picture "muss-up" patterns available because "movie people wanted to let all viewers get an idea of what was going on in the Phonevision test."

According to Zenith, the Phonevision test is a big success. Zenith reports that the reaction of the people watching the test is highly favorable and the demand from Chicagoans who aren't in on the test but have asked to be, is huge.

Chicago newspapers continue to laud the project, giving it a considerable amount of space.

Kodak's Foreign Unit Moved to Rochester

ROCHESTER, Jan. 7.—Transfer of Eastman Kodak Co.'s European and overseas organization from London to Rochester, N. Y., was announced by Edward P. Curtis, Kodak vice-president in charge of the overseas unit.

At the same time, he announced the establishment of a European Advisory Committee, consisting of Ernest E. Blake, chairman of the board of Kodak Limited; Alfred Landucci, president and general manager of Kodak-Pathe; Donald McMaster, Kodak vice-president and assistant general manager; and Curtis.

For Rent

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Approx. 1700 sq. ft.

Corner unit available. Suitable for film, television or Kindred lines.

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USE *More*

WINDOW CARDS

Your

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NATIONAL *Screen* SERVICE
PRIZE BABY OF THE INDUSTRY

TODAY'S NEWS TODAY

MOTION PICTURE DAILY

AIR MAIL EDITION

VOL. 69. NO. 6 NEW YORK, U. S. A., TUESDAY, JANUARY 9, 1951 TEN CENTS

Loew's Profit For 1950 at $7,854,454

Is $1,109,693 Increase; 1st '51 Quarter Up Also

Net income of $7,854,454 was reported yesterday by Loew's for the fiscal year ended Aug. 31, 1950. This represents an increase of $1,109,693 over the $6,744,761 net registered for the previous fiscal year. However, the net for the last year includes $808,020 profit after taxes realized from the sale of capital assets, while for the preceding year $460,460 is due to reduction of prior years' depreciation on properties to conform to new tax rates.

The company reported at the same time a net income of $1,994,954 for the first quarter of the current fiscal year, ended last Nov. 23. This includes $779,436 due to reduction of prior years' depreciation on certain properties to conform

(*Continued on page 8*)

NCA Delegation To Begin Talks

North Central Allied's delegation sent here to confer with distribution heads on a projected "fair rental" plan is in New York and will begin a series of meetings tomorrow.

The plan, originated by Henry Greene, chairman of the committee, and approved by the NCA membership, is said to be designed to help those exhibitors suffering hardship from poor box-office returns. No details are being made public in advance of the talks with company distribution heads.

Committee members, in addition to Greene, are Stanley Kane, NCA ex-

(*Continued on page 10*)

Truman Talk Short On Film Details

WASHINGTON, Jan. 8.—President Truman's "State of the Union" message was long on discussion of foreign policy but short in detailing what specific legislative requests the Administration would put before Congress this year.

"A major increase in taxes" would be necessary, the President said, but

(*Continued on page 8*)

Says Court May Waive Limitations on Damages

LOS ANGELES, Jan. 8.—Exhibitors may claim damages going back as far as 1936 in anti-trust suits against distributors regardless of statutory limitations in states where action is taken, according to a precedental decision by Federal Judge Willis W. Ritter of Utah in a case brought by James A. Christensen, Arcade Theatre, Salt Lake City, against major distributors, states Fred A. Weller, local attorney, who handled the case for Christensen.

Weller quotes the Ritter ruling as follows:

"I have concluded that the common sense view is that U. S. versus Paramount was pending during a hiatus of the period of the consent decree. Opinions of the expediting court and the U. S. Supreme Court are explicit that the consent decree was a stop-gap measure to the last three years as a trial project.

"Everything was open for consideration after that time. This consent decree involved no adjudication, no merger, and was not *res adjudicata* as to any issues raised by the complaint. The statute of limitations protects a plaintiff while his right of action ripens and rewards him for withholding his suit at a time when it is a policy of law to free a defendant from its annoyances."

Lubin Leaves CRI For U. S. Service

Dr. Isador Lubin has resigned as president of Confidential Reports, Inc., effective in February, just five years since he assumed the post in 1946. Dr. Lubin came to CRI following a distinguished career as a government economist and will return to the U. S. government service in a fulltime capacity.

During the recent sessions of the Assembly of the United Nations, Dr. Lubin served as economic advisor to the U. S. delegation and as the U. S. representative on the UN Economic and Social Council, with the rank of U. S. minister.

B'way's First Runs Strong; $110,000 For 'Montezuma'

Post-holiday business at Broadway's first runs is continuing at a strong pace as the holiday bills begin to make way for new product.

One opener, "The Halls of Montezuma," promises to exceed the New Year week business at the Roxy, with an excellent $110,000 in prospect. The film's first three days, following showmanly invitational premiere on Thursday, brought in $64,000. Al Bernie tops the stage show.

"Born Yesterday" is holding to a terrific pace at the Victoria, with $43,000 due for a third week. Also doing excellent business is "Harvey" at the Astor, with $30,000 expected for its third week.

Radio City Music Hall is still holding on to its Christmas package, "Kim" and the Nativity pageant, with

(*Continued on page 8*)

Howard Quits SRO; Coast Office Closes

LOS ANGELES, Jan. 8.—John T. Howard, Western division manager of Selznick Releasing Organization, resigned at the weekend. He was the last SRO field representative.

With his resignation, the local office has been closed. Howard, with Paramount for 20 years before joining SRO, is a commander in the Naval Reserve. He has announced no future plans.

Regents Plan Move In 'Miracle' Case

The New York State Board of Regents was reported yesterday to be considering ways and means of accepting an appeal from citizens to revoke the State license which was granted the Italian-made film, "The Miracle," the center of heated controversy in recent weeks.

Meanwhile, New York City License Commissioner Edward T. McCaffrey announced he will appeal the New York Supreme Court ruling against his ban on showings of the picture at the Paris Theatre here. He said he

(*Continued on page 10*)

Competition Stalls Minn. Price Hikes

MINNEAPOLIS, Jan. 8.—Competition, rather than fear of public reaction, is the chief deterrent to admission price increases in this area, according to exhibitors contemplating increases.

Minnesota Amusement, which has been most cautious in approaching the question of higher ticket prices to meet increased costs, is said to now admit that customers are not likely to protest increases.

US Rationing Of Equipment Up for Study

NPA, Industry Unit to Weigh Needs Tomorrow

WASHINGTON, Jan. 8.—The need for and desirability of an order along the lines of the World War II order L-325, allocating projectors, arc lamps and other theatre equipment, will be among the problems discussed Wednesday when National Production Authority officials meet with the 20-man advisory committee for the theatre equipment industry.

This will be the first meeting of the committee, and a full agenda has been prepared. Other items up for discussion will be the effect on the industry of recent NPA orders cutting back civilian supplies of various metals, plans for conserving critical materials used in manufacturing theatre equipment and the use of possible substitutes, the requirements of the Defense Department for 35mm. projection

(*Continued on page 8*)

NEWS FLASHES

Possible rescheduling of the East-West film executives' meeting and Eagle-Lion Classics' appeal on the denial of the Production Code approval to "Oliver Twist" will be among the top items on the agenda at today's meeting here of the Motion Picture Association of America board of directors. MPAA officials have long discussed such a meeting.

•

Philadelphia, Jan. 8.--Lack of support for COMPO was attributed to misunderstanding of its purposes by Arthur L. Mayer, executive vice-president, in a Variety Club talk here today. "No man in this industry can be opposed to uniting its various branches in box-office drives. . . ." he said.

Personal Mention

SPYROS P. SKOURAS, president of 20th Century-Fox, is slated to fly to the Coast tonight from New York and join Al Lichtman, 20th Century-Fox vice-president, who arrived there from New York over the week-end for studio conferences.

•

HAROLD CITRON, general manager of North Coast Theatres, is in San Francisco from Los Angeles, where he was joined yesterday by SHERRILL C. CORWIN, president, for a week long conference with district manager GRAHAM KISLINGBURY.

•

MRS. DOROTHY SILVERSTONE, wife of MURRAY SILVERSTONE, president of 20th Century-Fox International Corp., is due to arrive in Boston tomorrow from here to promote "The Magnetic Tide."

•

CHARLES E. KURTZMAN, Loew's northeastern division manager, has been named general chairman of the Boston Gridiron Club selection committee for the Swede Nelson Award for sportsmanship.

•

LEON J. BAMBERGER, RKO Radio sales promotion manager, has accepted an invitation to speak at the annual convention of the Allied Theatre Owners of Texas, to be held at the Adolphus Hotel, Dallas, Jan. 29-30.

•

STANLEY D. KANE, executive counsel for North Central Allied, has been renamed city attorney for the village of Golden Valley, a suburb of Minneapolis.

•

PAT SOMERSET, assistant executive secretary of the Screen Actors Guild, has been named by GOVERNOR EARL WARREN of California a member of the State Advisory Council.

•

HOWARD STRICKLING, M-G-M studio publicity head, is expected to arrive here from the Coast tomorrow for a brief stay.

•

SAM SHAIN, director of exhibitor-distributor relations for 20th Century-Fox, left yesterday on a business trip to Omaha.

•

AL HORWITS, Universal-International studio publicity director, is scheduled to arrive here from the Coast today for a two-week stay.

•

GEORGE J. SCHAEFER, Stanley Kramer Productions sales chief, returned to New York yesterday from the Coast.

•

LOUIS B. MAYER, M-G-M vice-president in charge of studio activities, is due here from the Coast tomorrow.

•

JULES LAPIDUS, Warner Brothers Eastern and Canadian sales manager, has left for Boston from here.

•

EDWARD DRYHURST, producer, is scheduled to fly from London to Hollywood tomorrow.

Insider's Outlook

By RED KANN

THIS looks like the week of decision for COMPO. The final answer, whatever it may be, cannot be put off indefinitely, for every new delay continues to gnaw at whatever vitals the Council of Motion Picture Organizations may call its own. The situation is far from happy.

The original fanfare and enthusiastic bursts which tore the ozone apart 'way back there in Chicago when it was determined to proceed with one organization representing the whole industry since then have turned into shadowy echoes of an enthusiastic past.

COMPO was fine then — so fine, so much needed and so worthwhile that everyone wanted it. There was a goose that really hung high, but what it has laid so far is hardly a golden egg.

■

For it's different now. Or at any rate, it's different with TOA, that influential exhibitor association without which COMPO can get along if its limp doesn't get it down. TOA insists COMPO has been out of bounds. For instance, that wire to the National Production Authority on new theatres, which COMPO now wishes had never been filed.

■

There is this to be said, nevertheless:

The dispute facing COMPO is a family squabble. It developed internally and not by external pressures so that there is neither face nor reputation jeopardized insofar as the outside facade is concerned.

The internal situation, having to do with regional representation for as many TOA units as may want it and limitation of COMPO activities to public relations on a national level, is not an insurmountable one. If TOA has its way, the reluctant-dragon attitude attributed to most of its units in the field might give way to a condition perhaps best described as a limited enthusiasm. While limited, it would be a gain over the indifference, and even suspicion, which now prevails.

■

Fighting valiantly to keep COMPO a going outfit, Ned E. Depinet is known to lean with partial favor, at least, toward the TOA position. This, in all probability, is predicated on his understanding of the heed which the top kicks in TOA must give to the attitude of their member units, never overlooking the jealousy and the zeal with which the leaders in the field guard their territorial autonomy. Attributed to Depinet, too, is another impression, if not a full conviction. It is this: That the closer the field gets to COMPO and the more familiar it becomes with its objectives and its workings the greater the opportunity for COMPO to sell itself.

■

The position of TOA's bitter critics needs no detailed explanation at so late a date. They talk about bad faith and effort to sabotage a setup into which TOA voluntarily entered with eyes wide open. They ask very pointed questions dealing with TOA's ability to hold its affiliates in line. They speculate if the opposition to COMPO voiced by the TOA directors in Houston was not a thinly veiled challenge to the national officers who now understand better the wisdom in listening more attentively to the rank-and-file—the big fish in the little ponds.

■

All of this backwash possibly may bring air and light into a complex situation. But it solves nothing. Nor will anything be solved unless the men who meet here in New York on Thursday and Friday want it solved.

■

If COMPO cannot be constituted, or re-constituted, on a basis of unavoidable compromise which the realities of circumstances indicate, the end of this week will mark the end of COMPO. The corpse may remain suspended in some sort of official limbo, but that will be all.

The solution, pat as it may sound and pat as undoubtedly it is, revolves around one dominant theme: How seriously is COMPO wanted and to what limit is the executive board prepared to go in order to consolidate conflicting viewpoints?

■

Provided the 10 charter groups are genuinely in earnest, the issue can be resolved and it ought to be. Outrage may have to give way to mere anger. Demand may have to give way to something less.

Compromise is common and happens all the time. This looks like a time when it might be best for it to happen again.

If by compromise COMPO can come out of its present miasma with its fundamental and original purposes untarnished and a future assured, let compromise prevail.

6 Finished, 5 Are Started on Coast

HOLLYWOOD, Jan. 8.—The production tally held its own last week, going down only one point, for a total of 23 pictures in work. Five new pictures were started while six were completed.

Started were: "I Was an American Spy," Allied Artists; "Man for Hire," Lippert; "The Dakota Kid," Republic; "Ma and Pa Kettle at the County Fair," Universal-Int'l; "Tomorrow Is Another Day," Warner Bros. Completed were: "Sirocco," Columbia; "The Man from Planet X" (Mid-Century Prod.); "A Wonderful Life" (Protestant Film Commission), Independent; "Francis Goes to the Races," "Cattle Drive," and "Little Egypt," Universal-Int'l.

Kohn Heads 'Cyrano' Road Show Unit

Howard E. Kohn II has been appointed road show manager of the "Cyrano de Bergerac" unit of Stanley Kramer Productions, working under the general supervision of Myer P. Beck, Eastern publicity and advertising director for Kramer.

Kohn joined the Kramer organization last June as educational director for "Cyrano," at which time he set up the educational campaign now current.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
RUDYARD KIPLING'S "KIM"
Errol FLYNN - Dean STOCKWELL
Color by TECHNICOLOR
A METRO-GOLDWYN-MAYER PICTURE
and THE MUSIC HALL'S GREAT
CHRISTMAS STAGE SHOW

Paramount presents "BRANDED" Color by Technicolor starring ALAN LADD MORA FREEMAN · CHARLES BICKFORD
In Person KAY STARR plus DICK BROWN JOHNNY MORGAN THE CLARK BROTHERS JERRY WALD and Orch.
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

The Mudlark 20th CENTURY-FOX
RIVOLI BROADWAY AT 49th ST.

HOWARD HUGHES' production
Vendetta
starring FAITH DOMERGUE
Brandt's Globe B'way at 46th

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National Pre-Selling

THE January 16 edition of *Look* runs a double truck on the "Movies' Top 20 Ticket Sellers" with their authority the *Motion Picture Herald-Fame* poll of independent and circuit theatre owners. Betty Grable is featured in a full-page, full-color picture opposite the listings, although she was No. 4, but it isn't hard to see why she rates the picture. The 20 are shown in thumbnail in their relative standings. The new *Look* features Jean Simmons on the cover, reviews "Born Yesterday," carries full-page color ads for "Vendetta" and several new M-G-M picture.

•

A continuing campaign to promote worthwhile films among students of the nation is being inaugurated by Scholastic *magazine, top publication in the educational field, starting this week with the distribution of a poster on "Cyrano de Bergerac" to all New York and Los Angeles senior and junior high schools. The plan will be followed in all key cities and it is estimated that an audience of* 1,000,000 *will be reached with each* 5,000 *posters on display. The poster carries the same heading as Scholastic's motion picture department.*

•

More than 5,000 cards congratulating Bing Crosby on his 20th anniversary as a star were mailed from the lobby of the Paramount Theatre in New York on the opening day of "Mr. Music." They were distributed by members of the Bing Crosby Fan Club during a special disc jockey show originating in the lobby and aired over Station WNEW. Crosby fans are urged to send greeting cards to 'The Groaner" who will pick a winner on his Jan. 31 radio program. The winner gets an all-expense trip for two to Hollywood to meet "Mr. Music."

•

Women's Wear, daily newspaper of the retail garment trades, carries a 12-page section devoted to the merchandise tieups effected for "Bird of Paradise" by 20th Century-Fox, prior to the opening of the campaign which is to reach a climax with release of the picture at Easter time. A series of ads in *Women's Wear* over the past eight weeks has built up a list of 325 stores set to tie-in on the initial film promotion. The pages in the current section tell the merchandising story and reproduce various wholesale and magazine ads which will appear in the immediate future. The entire program, under the direction of Stirling Silliphant, is expected to top the record obtained with the promotion of "The Black Rose" last Spring.

•

Women's page editors and fashion writers from a number of key city newspapers attended the gala cocktail party at the Hotel Pierre last evening, introducing 20th Century-Fox's record merchandising promotion for the film. Out-of-town newspapers sent staff writers to see how the merchandising plan was launched in New York and to prepare for a similar result at their local level. Also in attendance at the party and display were personalities of stage and screen, radio and TV people, home office executives and representatives of 23 manufacturers and advertising agencies participating in the promotion.

Truman Lauds Films' Civic Activities

Washington, Jan. 8.—Warm praise for the civic and charitable activities of the motion picture industry was expressed by President Truman to film actor Edward Arnold, the actor reported after a White House visit.

Arnold, who went to the President to report on his progress in recruiting industry personnel for work on the Treasury's Bond Drive, said Mr. Truman told him that the film industry was outstanding in the help it gave the government and private organizations in every worthy cause.

Union Says 'No' to Houses' Pay Cut Bid

CLEVELAND, Jan. 8.—The Cleveland Motion Picture Exhibitors Association's request for a voluntary 25 per cent cut in pay for members of Local 160, IATSE, has been turned down by the stage hands. The Association employs 26 stage hands. The operators still have the proposal under consideration.

CMPEA members, all neighborhood theatre owners, are seeking overhead relief to meet a 25 to 40 per cent drop in business.

A theatrical souvenir book of "Harvey" has been prepared by Al Greenstone & Co., which specializes in the production and sale of such books on stage and film attractions playing long-run engagements. The book for "Harvey" features a cover in which the big rabbit is aptly described through a cut-out. In addition to theatre sales, U-I plans to use the book for promotional purposes, playing up the photo layouts and special by-line articles telling of the famous pooka.

•

"Branded," a new Paramount Technicolor outdoor film scheduled for release next month, reaps a publicity harvest in the current issues of *Woman's House Companion* and *McCall's.* Mona Freeman is featured in a seven-page fashion layout in the January *Companion,* while the *McCall* article carries a series of five photographs of Miss Freeman, with one of them in color.

•

A series of letters, signed by Mrs Dean Gray Edwards, chairman of the motion picture division of the General Federation of Women's Clubs, is being sent to 14,000,000 members of these affiliated organizations throughout the country in praise of 20th Century-Fox's "Of Men and Music." The letters point out that this film will bring to small towns everywhere great music that can otherwise be heard only in large cities. Mrs. Edwards says, "Something truly notable in the progress of motion pictures has been conceived and executed in a manner to bring joy and enchantment to all of us."

•

The opening of 20th Century-Fox's "The Mudlark" in Miami and New York brought a smashing climax to a radio and TV campaign which has reached a repeat audience of more than 200,000,000 listeners and viewers over home sets, according to the company.

—WALTER BROOKS

Babb Sole Owner of Hallmark Production

CLEVELAND, Jan. 8.—Complete ownership of Hallmark Prod., Inc., its distribution contracts, star contracts, real estate properties, equipment, story properties, copyrights, publishing and recording businesses, its 15 subsidiary corporations and distribution organization has passed to Kroger Babb, co-founder of the company. Signing of the papers took place here, on Babb's 44th birthday.

Babb delivered a check finalizing the transaction to his partner, J. S. ("Jack") Jossey, who held a 50 per cent interest and now becomes Babb's financial advisor. Jossey is retiring from active business because of failing health.

Babb named Gilbert Wilkin as new comptroller of Hallmark. Charles ("Chuck") Oren was promoted from a unit manager to director of routes in the Wilmington, O., home office.

Hank Adams, national sales manager, has resigned to join the Hollywood Advertising Co. in the same capacity. No successor has been named.

CBS Color Showings Begun In Chicago

CHICAGO, Jan. 8.—Demonstrations of CBS's color TV system, already viewed by more than 100,000 New Yorkers, will begin here tomorrow, and will be held daily in the WBBM-CBS main audience studio in the Wrigley Building. Programs will be transmitted from New York over the coaxial cable.

During the last few weeks numerous dry runs were made with the pictures being piped over the coaxial. Thus, in New York CBS experts could study the pictures after they had made a round trip to Chicago.

B & K's State Lake Has Large Turnout for Truman's Talk

CHICAGO, Jan. 8.—"Big screen" televising of President Truman's State-of-the-Union address and the opening day of "The Flying Missile" and "Counterspy Meets Scotland Yard" gave the State Lake a healthy box-office Monday noon. About 2,000 of the theatre's 2,700 seats were filled, this being considerably above average business for Monday morning.

Balaban and Katz officials said it was impossible to tell whether the films or the telecast accounted for the attendance, but they felt that the importance of the telecast was a very definite factor.

The audience, predominantly male, listened to the telecast attentively. Sound and quality of the picture were good.

Mono. Acquires 2; 'Lover,' 'Years'

HOLLYWOOD, Jan. 8.—"Wind Is My Lover," retitled, "Gypsy Fury," and "Vicious Years," already given limited distribution, have been acquired by Monogram for distribution, Steve Broidy, Monogram president, announced today.

Both were originally scheduled for Film Classics' release.

Would Unionize TV Men

BALTIMORE, Jan. 8.—The Motion Picture Operators Union here is active in trying to organize into a union the TV film projectionists working in local television stations, according to Samuel Isaacson, business manager.

Will Expand RCA Service

PHILADELPHIA, Jan. 8.—Greater demands for the servicing of electronic equipment and theatre sound systems in 1951 will put additional burdens on the sound servicing industry, which is already feeling the pinch of manpower and material shortages, RCA Service Company district managers were told during a four-day meeting held here.

The company is already studying streamlined operational methods designed to make possible an expansion of service activtiies to meet the anticipated demand, panel speakers informed the meeting.

Demands for servicing will increase in ratio to whatever decrease there may occur in replacement equipment coming off the production lines, it was pointed out. Users of electronic equipment and theatre sound systems, if required to keep current equipment in operation longer than planned, will need additional servicing to maintain top operations efficiency.

Executives representing the RCA Service at the sessions included E. C. Cahill, president; W. L. Jones, vice-president in charge of technical products service; J. P. Boksenbom, vice-president in charge of consumer products service, and P. P. Reed, vice-president in charge of government service.

District managers attending were: J. Mauran, Boston; H. J. Mayer, New York; M. E. Wheaton, Philadelphia; F. W. Hamre, Pittsburgh; G. F. Sandore, Atlanta; H. E. Frisbie, Cleveland; F. W. Wentker, Chicago; E. D. Van Duyne, Kansas City; W. W. Gilreath, Dallas; S. H. Schultz, San Francisco; A. E. Jackson, Hollywood.

FCC Reports 35 New TV Stations in Year

WASHINGTON, Jan. 8.—As of June 30, 1950, there were 106 television stations on the air, serving 64 cities and metropolitan areas, the Federal Communications Commission has reported.

This compares with 71 stations serving 42 cities the year previous. On June 30, 1950, there were 109 stations authorized, compared with 117 the year before, but 47 actually licensed, compared with only 13 on June 30, 1949. Applications were on file June 30 for 351 new television stations.

Top Artists Slated For 'Music' Bow

Leading figures in the world of music will be on hand for the premiere of "Men and Music" at the Park Avenue Theatre here early in February.

In addition, stars appearing in the 20th Century-Fox film are expected to give an impromptu concert. Artists in the film are Artur Rubinstein, Jan Peerce, Nadine Connor, Jascha Heifetz, Dimitri Mitropoulos and the Philharmonic Symphony orchestra of New York.

R. I. Exhibitors Meet

PROVIDENCE, R. I., Jan. 8.—Governor-elect Dennis J. Roberts of Rhode Island has invited all exhibitors in the state to a luncheon Thursday at the Narragansett Hotel here in an effort to mobilize the industry for the March of Dimes Campaign.

NO. 1 BOX-OFFICE

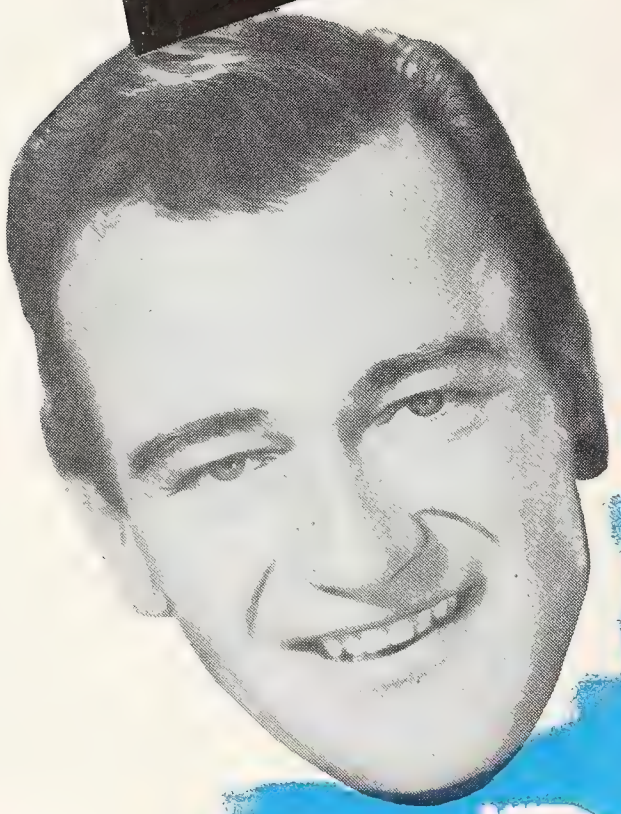
and REPUBLIC HA

John Wayne

TOP

BOX-OFFICE STAR

- MOTION PICTURE HERALD
- SHOWMEN'S TRADE REVIEW
- LOOK MAGAZINE



NOW IN RELEASE

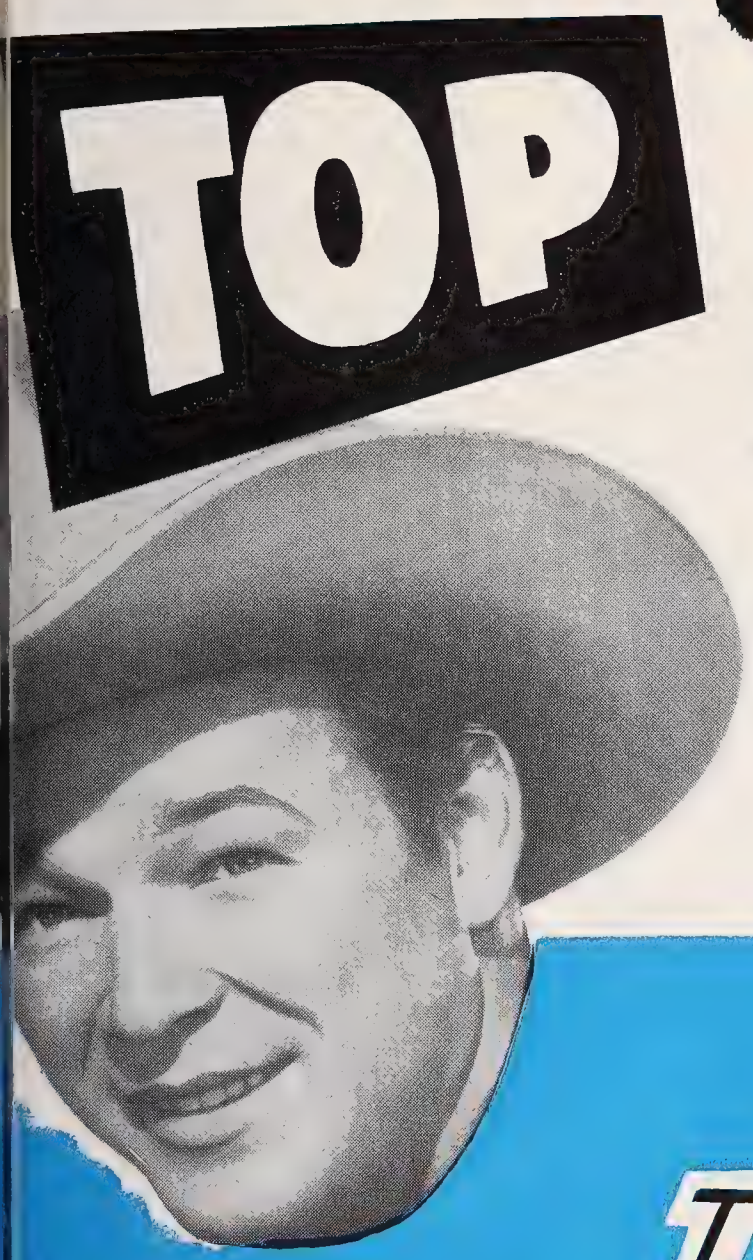
John Ford's

RIO GRAND

STARS FOR 1950

'EM BOTH!

Roy Rogers



WESTERN STAR FOR 8 CONSECUTIVE YEARS

- MOTION PICTURE HERALD
- SHOWMEN'S TRADE REVIEW

NOW IN RELEASE

TRAIL OF ROBIN HOOD

in Trucolor

Mexico Trust Probe Asked

MEXICO CITY, Jan. 8.—A committee of producers and exhibitors, complaining of monopoly control of 80 per cent of Mexican theatres, was promised corrective government action by Adolfo Ruiz Cortines, Secretary of the Interior. Cortines declared that an investigation is now underway under the order of President Aleman. Should a monopoly be found to exist, it will be broken, according to Cortines.

The industry representatives held that unless action is taken by the government, some 600 independent producers will be forced out of the industry.

Industry figures who met with Cortines included Miguel Contreras Torres, Mauricio de la Serna, Alfonso Sanchez Tello, Juan Bastillo Oro and Jesus Castillo Lopez.

Fewer, Better Films Is Goal in Mexico

MEXICO CITY, Jan. 8.—The Mexican industry is displeased with the 1950 production high of 126 pictures because at least 80 of them are much below first class. However, it is urged that 1951 production output be limited to 80, and in consequence of this there is optimism that at least 75 will be strong pictures from both the standpoint of box-office and as enhancers of Mexico's film prestige at home and abroad.

Decision of the industry's own bank, Banco Nacional Cinematografico, S.A., to finance only producers who are proven capable of making genuinely good pictures, is seen as influencing an 80-picture ceiling for this year.

The 1951 output was expected to be 131; however, five of last year's pictures are not yet completed. This year, several films will be dubbed in English, and this is expected to raise the salability of Mexican films in the U. S. and elsewhere in the English-speaking world.

Discrimination by Danes Hit by U. S.

WASHINGTON, Jan. 8.—The American Embassy in Copenhagen is expected to protest a new Danish government regulation reducing the admission tax for domestic films 25 per cent below the tax for showings of imported films.

The Motion Picture Association of America, it is understood, protested to the U. S. State Department here. The Department investigated the matter, concluded that the Danish regulation violated the Geneva Trade Agreement and ordered the Embassy in Copenhagen to protest. The Geneva agreement provides that internal taxes must be on a non-discriminatory basis.

Mary Field Honored

LONDON, Jan. 8.—Mary Field, former head of the J. Arthur Rank Children's Film department, dissolved recently for economy reasons, has been elected president of the British Federation of Business and Professional Women. She is the only working woman member of the British Board of Film Censors.

Review

"Operation Pacific"

(Warner Brothers)

A VIGOROUS, he-man role that fluctuates between violence on the high seas and shore leave romance has been given John Wayne in his first picture for Warner Brothers. Voted the top money-making star of 1950 in the *Motion Picture Herald* and *Fame* exhibitor poll, Wayne goes through his characterization as a U. S. submarine commander with accustomed ease. Patricia Neal plays the lead opposite Wayne with others in the cast including Ward Bond and Scott Forbes.

Set in 1943, the picture derives its best effect from those scenes in which the submarine is on patrol against Japanese craft in Pacific waters. Director George Waggner's staging of battles has been done with excitement and conviction. In the picture's romantic aspects, in which Wayne tries to win back his former wife, Miss Neal, it falls into a pattern that's none too original.

The picture keeps up its brisk pace from the very beginning in which a group of children and some nuns are rescued by the sub from out of the jungle. There follows mission after mission until the grand climax is reached in which the sub finds itself in the middle of the Imperial fleet. After alerting Pearl Harbor, the sub proceeds to knock out as many of the enemy as its ammunition supply permits, and then limps home triumphantly. Romantically too, things culminate successfully for Wayne, even though there is some competition for Miss Neal's hand from Philip Carey, a Navy pilot. Bond portrays the submarine commander whose death leads to Wayne's ascension to command. Louis F. Edelman produced and Waggner also did the screenplay.

Running time, 111 minutes. General audience classification. Release date, Jan. 27.

MANDEL HERBSTMAN

29 Governments Sanction International Trade Code

WASHINGTON, Jan. 8.—Representatives of the 29 governments participating in the tariff-cutting session at Torquay, England, have recommended adoption of a code to eliminate uncertainties and hardships arising from the operation of the present import and export controls in most parts of the world, the Commerce Department's Office of International Trade announced here.

While the code looks auspicious on paper, of course there is the question of how well the various countries will follow it in practice. Practically all of the major countries are represented at Torquay. The code follows a proposal of the U. S. delegation.

The OIT said the conference recommended that "unless there are clear and over-riding considerations to the contrary," the proposed code should be followed. It pointed out that the trade conferences hope to eliminate restrictions and controls entirely eventually, and that meanwhile, "it is important to reduce the uncertainties and hardships to merchants resulting from varying and unpredictable operation of such controls."

Among the standard practices recommended by the Torquay conference for general adoption are these:

1—The grant of an import license should imply that the necessary foreign exchange will be obtainable if applied for within a reasonable time. When both import licenses and exchange permits are required, the two should be coordinated. Both should indicate the rate of exchange to be used.

2—Any new or intensified restrictions should not apply to goods en route at the time the change was announced.

3—Action on applications for licenses or exchange permits should be reasonably quick. Outstanding licenses and permits should be withdrawn only for "exceptional circumstances."

4—When there are quotas based on past experience, there should be special provision for some quotas for qualified newcomers.

5—Customs officials should have discretion to grant reasonable relief for variations in the actual shipment from the authorization.

6—Where the country cannot provide foreign exchange for current imports, when the exchange does become available, payment for old imports should have priority over payment for new orders or at least a fair share of the total available exchange.

Spain Imports 25% Less U. S. Pictures

WASHINGTON, Jan. 8.—Sixty-one U. S. films were released in Spain during the first 10 months of 1950, about 25 per cent less than the total number released in the same 1949 period, the U. S. Commerce Department reports.

Film chief Nathan D. Golden said that "despite the reduced number of releases, estimated gross receipts of U. S. pictures continue to hold supremacy by a wide margin, and total income is not far behind the previous year's figures. It is estimated that U. S. films account for 65 per cent of gross receipts in Madrid and about 60 per cent in Barcelona."

The Commerce report estimated there are 3,950 theatres operating in Spain, with a total seating capacity slightly in excess of 2,000,000. It said that Madrid and Barcelona theatres account for more than 50 per cent of the estimated gross income of all Spanish theatres.

Five new theatres are now under construction in Bilbao, a local record.

Halt Films to Malta

LONDON, Jan. 8.—The Kinematograph Renters Society has stopped shipments of all films, American and British, to Malta following imposition of a duty of three pence per foot on all imported films.

French Quota Views Vary

By HENRY KAHN

PARIS, Jan. 5 (By Airmail).—Several Paris offices of American motion picture distributors are understood to be opposed to any changes in the present import quota system and considerable differences exist in their point of view and that of their home offices in New York. It is felt that, should the U. S. send 50 or 100 more films a year to France, they could not be accommodated.

One prominent exhibitor here said the French liked their own films and would still go to see them. He added that the public also liked certain American stars and the better type of American product, but there is not enough demand, however, to fit in an additional 100 pictures, the majority of which could not be "class" pictures.

Authority in Dewey Measure: Smakwitz

ALBANY, Jan. 8.—The bill introduced today to increase Governor Dewey's emergency powers would give the defense council "the greatest authority ever vested in a state agency and would be comparable to that exercised in martial laws, except that actions are reviewable in courts," Charles A. Smakwitz, Warner Brothers zone manager here, declared.

Smakwitz, when asked to comment on Dewey's call for enactment of sweeping state civil defense laws to cope with threatened atomic attacks, said that theatres, like all other businesses, "would naturally close if there were bombings in their particular area," but he favored keeping houses in operation at all times "as a morale builder." He said theatres were ideal places to present defense messages and transmit directions.

New London Debut Today for 'Pacific'

Special trains carrying representatives of press and radio will leave New York and Boston this morning for the U. S. Naval Submarine Base at New London, Conn., where the world premiere of Warners' "Operation Pacific" will be held today.

The visitors to the base, who will attend the premiere with a group of the Navy's most decorated submarine heroes, will be taken on a tour of the base facilities before the screening. Capt. Charles O. Triebel, U.S.N., commanding officer of the base, will be host to the premiere party.

Plan Las Vegas 'Break-in' Theatre

LAS VEGAS, Nev., Jan. 8.—A group of key Nevada business men, sparked by Murray Wollman, realtor, and Charles Schnee, M-G-M scenarist, have joined forces to underwrite construction of a legitimate theatre on Fremont Street, Las Vegas' main stem. Through Schnee's New York stage connections, the group hopes to break in new plays here and book top Broadway hits for extended runs.

142 Theatres in P. R.

WASHINGTON, Jan. 8.—There were 142 theatres in Puerto Rico in 1948, with receipts of $3,497,800, the Census Bureau reported.

"News is a very perishable commodity . . ."

The Oregonian

ESTABLISHED 1850

DAILY AND SUNDAY — PORTLAND 5, OREGON

January 2, 1951.

Dear Mr. Kann:

News is a very perishable commodity and the faster it can be rushed to market so much the better for the consumer.

Your air mail edition of "Motion Picture Daily" is satisying a great need in supplying industry information to persons vitally interested while the information is still news.

Almanacs serve their purpose but a daily newspaper is of far more current interest. Just so with the air mail issues of "Motion Picture Daily." The edition brings us only hours away from headquarters.

In these times of rapid changes, quick decisions and an ever-changing pattern in the motion picture industry, as well as in national and international trends, it is important that we are advised as quickly as possible of what is happening.

Your air mail edition is extremely valuable to those of us in the Northwest corner of these United States. I, for one, certainly hope it keeps flying into this office.

Sincerely yours,

Herb Larson,

Drama Editor,
The Oregonian.



Loew's Net

(*Continued from page* 1)

to rates recently fixed by the Internal Revenue Bureau. The net for the corresponding period last year was $1,652,649, including $697,230 profit after taxes realized from the sale of capital assets.

The latest annual figure is equivalent to $1.53 per share of common, against $1.31 the previous year. The latest 12-week figure is equivalent to 39 cents per share, compared with 32 cents per share last year.

Loew's share of net income of partly owned subsidiaries not distributed as dividends to the parent company amounted to $247,118 in 1950 compared with $725,581 the previous fiscal year.

On Jan. 3, MOTION PICTURE DAILY reported that the net income of Loew's consolidated foreign subsidiaries for the last fiscal year total $879,163, representing a drop of $427,108 from the $1,306,271 recorded for the prior fiscal year.

The report reveals that current and working assets at Aug. 31, 1950, totaled $114,161,876 compared with $116,299,820 for the previous fiscal year, while current liabilities totaled $24,967,018 compared with $22,965,982.

Cash assets are listed in the annual report at $22,528,036, including $3,425,860 cash in foreign countries, of which $2,215,917 has since been received in the U. S.

Provision for federal income taxes covering the last fiscal year amounted to $4,753,557, compared with $4,043,605 for the prior year. Reserved for taxes out of revenue for the 12-week period was $786,496, as against $609,711 for the corresponding period of the preceding year.

Consolidated profit and loss statement lists for the last fiscal year theatre receipts, rentals and sales of films, accessories and M-G-M records in the amount of $167,913,312, as against $170,542,120 for the prior year.

Rationing

(*Continued from page* 1)

equipment, and the adequacy of present production facilities and the problems that will come up should expansion of these facilities be necessary.

Oscar F. Neu, president of the Theatre Equipment Supply Manufacturers Association and one of the industry officials who will attend the meeting, said he thought equipment dealers had just about given up any hope for easing of the government's construction limitation order.

Neu said he expected the industry officials Wednesday to stress the tight situation they are facing due to shortages of steel, copper and other materials and the need for government aid to get some of these for the equipment industry.

"All our materials are beginning to get critical," Neu said. "There's no telling what will happen if we don't get some help soon."

Induct Levy Tomorrow

HARTFORD, Jan. 8. — Herman M. Levy, Theatre Owners of America, general counsel, and executive secretary of Motion Picture Theatre Owners of Connecticut, will be inducted as the new Chief Barker of Tent 31, Variety Club of Connecticut, at installation ceremonies Wednesday at Racebrook Country Club, Orange, Conn.

Truman Speech on Mpls. Theatre TV

Minneapolis, Jan. 8.—President Truman's "State of the Union" speech launched theatre television in this city today as the Radio City Theatre, first house to be equipped with large-screen TV equipment, televised the event.

Harry B. French, president of Minnesota Amusement, operator of the Radio City, invited a number of civic officials to attend the showing.

Truman Speech

(*Continued from page* 1)

he didn't say how large an increase or where the new money would come from. Similarly, he asked for "revision and extension of the authority to stabilize prices and wages," but didn't specify just what revisions would be asked. Film industry admissions and rentals are now exempt from price control, and there is some confusion as to whether film industry wages are or should be similarly exempt.

An expected request for "extension and revision of the Selective Service Act" will probably mean further manpower troubles eventually for the film industry.

The President said he would go into more detail in his economic message, due later this week; in the budget message, due next Monday; and in special messages to be sent to Congress from time to time on the national crisis.

In Boston, at Pinanski's Pilgrim theatre, some 1,000 patrons saw the President on the theatre's large-screen television yesterday. Nine other houses in five states carried the talk. Five in New York were Fabian's Fox and Century's Marine in Brooklyn; Century's Queens, Queens Village; and the Paramount and RKO Fordham in Manhattan. Other houses were Fabian's Palace, Albany; the Michigan, Detroit; State Lake, Chicago; and Radio City, Minneapolis.

'Tomahawk' Set for Chicago, 200 Cities

Universal - International's "Tomahawk," in Technicolor, will have its world premiere at the Chicago Theatre, Chicago, on Jan. 26th, the company has announced.

It will open immediately after in more than 200 situations out of the Boston, Buffalo, Cleveland, Detroit, New Haven, Philadelphia and Washington exchanges, backed by special full-page Sunday newspaper advertising campaigns in the key cities concerned, tieing in all dates in the territories.

Van Heflin star of the film will participate in the world premiere campaign in Chicago and then make personal appearances to help launch the openings in the various territories. Susan Cabot and Alex Nichol, featured in the picture, will tour the subkey cities.

Harry A. Flinn Dead

BEREA, O., Jan. 8.—Harry A Flinn, co-owner of the Berea Theatre, died in Berea Community Hospital last Wednesday following a long illness. His widow, a son and a daughter survive.

Set Tour of Stars For 'Mono. Week'

Monogram is completing plans to send five of its contract stars on flying trips to 52 key cities for personal appearances during national Monogram week, Feb. 11-17.

Whip Wilson will make 12 appearances in the South, Johnny Mack Brown is set for a like number of appearances in the Northeastern states; Leo Gorcey will make 12 appearances in the Pacific Northwest, and Kirby Grant is scheduled for a dozen appearances in the Midwest and Southwest. Jane Nigh, after making three Pacific Coast city visits, will fly to New York for contacts with exhibitors there.

Brown, Veteran News Cameraman, Is Dead

WASHINGTON, Jan. 8. — Funeral services for J. C. Brown, 53, for the past 25 years manager of the Washington bureau of Hearst Metrotone News, will be held here tomorrow at the Dan Dansky Funeral Parlor.

Brown, who died Sunday, was known as the dean of newsreel photographers in the national capital. He was a past president of the White House news photographers, a member of the National Press Club and the National Press Photographers Association. He is survived by the widow, Belle Fenstock Brown.

Coast Services Held For Don Hancock, 62

HOLLYWOOD, Jan. 8.—Funeral services were held today in North Hollywood for Don Hancock, 62, veteran producer-writer-director who died Friday following a heart attack at his home here.

London born, Hancock had been identified in New York with *The Film Daily* editorial staff, with Topics of the Day, the Van Beuren Corp., the Fox Newsreel, and other pioneer short subjects companies, and had been production manager since 1937 of Castle Films, now a division of Universal. A sister, Mrs. George Talfer of Toronto survives.

Urbach, Trade Paper Representative, Dies

HOLLYWOOD, Jan. 8.—Funeral services will be held tomorrow morning at Willen Mortuary for Larry Urbach, 57, who died Sunday at his home here following a heart attack. A veteran trade paper representative, Urbach joined *Moving Picture World* in New York in 1918, coming West for that paper in 1925 and working subsequently for *Motion Picture News, Exhibitors Herald, Daily Variety, Hollywood Reporter,* and other periodicals. He was *Film Daily* representative here for the past 18 months. A widow, two sons, a brother and two sisters survive.

Geo. Degnon Services

Funeral services for George Degnon, formerly with RKO as a field exploiteer, were held yesterday at the Murphy Funeral Chapel at Newark, N. J.

'Cyrano' in Memphis

Stanley Kramer's "Cyrano de Bergerac" has been booked by United Artists into the Ritz Theatre, Memphis, for an early February opening.

NY Grosses

(*Continued from page* 1)

a more than satisfactory $120,000 coming in during a fifth week. The film will hold for a sixth week, with "The Magnificent Yankee" coming in on Jan. 18. The Nativity pageant on stage closes Jan. 14.

At the Paramount, "Mr. Music" is concluding an outstanding run with a substantial $53,000 expected for the last lap of a three-week stand, which has Louis Prima's band on stage. "Branded" opens tomorrow.

"Lone Song" Healthy

"Pagan Love Song" at the Capitol took in $61,981 for its second week, a healthy sum, and will bow out on Thursday in favor of "Grounds for Marriage." "West Point Story" is concluding its run at the Strand with $30,000 due for a third week. "Dallas" opens on Friday.

"Where Danger Lives" is ending a two-week run at the Criterion with $15,000 for the week—a satisfactory figure. "Operation Disaster" opens Saturday. "Vendetta" at the Globe is doing well, with a $16,500 second week being followed by $13,500 in prospect for the third. "The Milkman" at the Mayfair is ending a mild two weeks with $11,000 in sight for the last. "The Sun Sets at Dawn" comes in there on Saturday.

"Mudlark" Holds Up

"The Mudlark" is holding up well at the Rivoli, where $21,000 is expected for the third week. The two-a-day performances of "Cyrano de Bergerac" at the Bijou are still drawing strongly, with $13,000 expected for a ninth week. "Trio" at the Sutton is still making money with $10,000 expected for a 14th week. At the Trans Lux 52nd St., "Seven Days to Noon" is expected to draw another $17,000 through the turnstiles.

"Stars in My Crown" slipped back to $3,400 in its third and last week at the Park Avenue. "The Blue Lamp" opened there last night with a benefit premiere for the Police Athletic League.

$65,000 for Red Skelton At B. & K.'s Chicago

CHICAGO, Jan. 8. — Balaban and Katz' Chicago Theatre will take in about $65,000 during Red Skelton's one-week personal appearance, company officials estimate. The screen star has been playing to packed houses since his opening on Friday, but no house records have been set.

Alexandria Theatre Damaged by Storm

ALEXANDRIA, La., Jan. 8. — The Paramount Theatre here was ordered evacuated at the weekend by Mayor Close when the rear brick wall showed signs of weakness after being lashed by storm winds of 60 miles per hour velocity. The violent storm and rain which struck the city lasted 15 minutes. Extensive damage was reported to other buildings in the city, which began tallying the cost of repairs.

NBC Signs Billy Rose

Billy Rose, Broadway showman, has been signed by the National Broadcasting Co. to a two-year contract as consultant to the television network, Joseph H. McConnell, president, announced.

FROM THE
MOTION PICTURE HERALD
JAN. 6, 1951

The Steel Helmet

Lippert—The Korean War

Lippert Productions and writer-producer-director Samuel Fuller herewith make a liar out of the trade tradition that great war pictures reach the screen only long after the war is over. This is a great war picture going out to the public while the conflict it deals with still rages. It splendidly conveys to that public the nature of that conflict, in detail and in sum, fully and without frenzy. It is more dynamic than a documentary, more authentic than 99 per cent of the fiction films founded on fact, and it is more, rather than less, powerfully effective because its cast contains no overwhelming stars to obstruct or distort the script or tip off its ending. The picture is a cinch to build attendance as it plays, and to build very big indeed.

Fuller, who learned his fighting lessons the hardest way, set out here to depict the Korean fighting explicitly, authoritatively and without exaggeration in either direction. His information is official, his research is thorough, and he took his production to Washington for inspection by the War Department, which okayed it with enthusiasm as a veracious representation of its subject. Yet his picture bears no high-flown forewords or footnotes, and makes no bid for consideration as other than what it is, a strictly professional production for commercial exhibition. He brings his players on without pretentious prelude, they establish their identities and characters by deed and word, and as the camera closes on the survivors the legend, "There Is No End to This Story" appears where "The End" appears on other films. (It is in key with this thought, and incidentally a distinct advantage with respect to the enduring timeliness of the attraction, that no calendar dates and no specific cities, but only the terms Korea and Manchuria, are stipulated.)

The film opens on a closeup of the steel helmet from which it derives its title. The helmet, with a hole in it, is worn by a sergeant, his hands tied behind him, who has been left for dead by Reds who have machine-gunned him and his company. He is untied by a Korean lad who follows along when the sergeant sets off through the mists in search of his army. A World War II veteran, the sergeant meets first a lone medic and then a platoon floundering in its search for a pagan temple sought for use as an observation post. Outshooting enemy snipers, he leads the platoon to the temple and takes it over, setting up radio communication with the main body of troops, but a North Korean major secreted in the temple murders one of his comrades and, when captured, turns out to have signalled the platoon's presence to the enemy, which advances on the position in strength.

The sergeant violates military code by shooting down the prisoner of war after a sniper has slain the Korean boy, and the platoon commander tells him he will turn him in for this offense if it takes him 20 years to do so. But the enemy charges the temple and all but four of the company, including the officer, are killed before the artillery comes up and rescues the four. The story ends with the sergeant placing his helmet on the grave of the dead officer, who previously has asked him to exchange headgear as a mark of mutual respect, and trudges off, presumptively to report himself guilty of the illegal killing.

It is not a story to be read in synopsis. It is a screen story in the total sense of that term, far richer in performance than it can be in narration. The picture is, in the fullest and best meaning of the phrase, a motion picture.

Gene Evans, until now a minor bit player, gives a performance as the sergeant that brings up old memories of the late Louis Wolheim. His sergeant is seasoned, earnest, earthy and practical, but most of all just plain real. Neither the sergeant nor any of the others mouth heroic or vainglorious declarations, and neither do they grouse. They portray fighting men as fighting men are, doing their job as best they can. All rate praise for their handling of their roles. There are no women in the cast.

William Berke assisted Fuller as associate producer, and Ernest W. Miller contributed some of the best photography witnessed on the screen in a long time.

Previewed in Encino, Calif., to a trade press group which didn't disturb the projection room quiet by so much as a word of comment or the lighting of a cigaret during the screening. Reviewer's Rating: Excellent.—WILLIAM R. WEAVER.

Release date, February 2, 1951. Running time, 84 minutes. PCA No. 14901. General audience classification.

Sergeant Zach.....Gene Evans
Private Browne.....Robert Hutton
Steve Brodie, James Edwards, Richard Loo, Sid Melton, Richard Monahan, William Chum, Harold Fong, Neyle Morrow, Lynn Stallmaster.

THEY'RE GRABBING IT!

NEW YORK - LOEW'S STATE

CHICAGO - B & K's ROOSEVELT

SAN FRANCISCO - FWC's FOX

TEXAS - INTERSTATE

NEW ORLEANS - PARAMOUNT

YOUR BOX OFFICE TOPPER FROM LIPPERT

Netter Named Altec General Sales Head

L. D. Netter, Jr. has been appointed general sales manager of Altec Service Corp., H. M. Bessey, executive vice - president announced yesterday.



L. D. Netter, Jr.

In addition to his duities with the service company, Netter will be responsible for product sales made by the service company as manufacturer's representative of Altec Lansing Corp.

Netter joined Altec in a sales capacity in November, 1947, and has just completed heading the company's national three months' sales drive for Altec's 13th anniversary. Prior to joining Altec, Netter was connected with Eagle-Lion and spent four years in the Navy.

NCA 'Rental'

(*Continued from page* 1)

ecutive counsel, Ted Mann and Ernie Peaslee. The latter is due here tomorrow from his home at Stillwater, Minn.

First of the meetings will be held tomorrw morning with Robert Mochrie, RKO sales head, and will be followed by a meeting with Charles J. Feldman, Universal domestic sales manager, in the afternoon.

On Thursday, M-G-M will confer with the group. William F. Rodgers, M-G-M sales vice-president, is in Florida and the company will be represented by Henderson M. Richey, Charles Reagan and E. M. Saunders. An earlier date was postponed as Richey is out of town.

A. W. Smith, Jr., 20th Century-Fox sales vice-president, will meet with the group on Friday morning. A. W. Schwalberg, head of Paramount distribution, is on the Coast, but it is expected that he will return in time to also confer with the group on Friday.

A date with Columbia was still tentative yesterday, as A. Montague, company sales head, was planning to leave town last night or today. He, too, may return in time for a meeting. Ben Kalmenson, Warner distribution chief, is out of town and the NCA group was not certain that a meeting with Warner representatives would be held.

Kane has an appointment with Arthur Mayer, Council of Motion Picture Organizations' executive vice-president, for today.

Davis Named MPEA Assistant in Japan

Harry Davis, for the past 14 years manager for Republic and then for RKO Radio in countries of Central and South America, has been appointed assistant general manager of the Motion Picture Export Association's organization in Japan, Irving Maas, MPEA vice-president and general manager, announced yesterday.

Davis will fly from New York today for Tokyo where he will report to Charles Mayer, MPEA managing director in that country.

Republic Sales Meet Opens in 'Frisco

SAN FRANCISCO, Jan. 8.—James R. Grainger, Republic distribution vice-president, presided today over the first session of a two-day sales meeting being held here.

Branch managers from the following cities are attending: Jack Dowd, Los Angeles; George Mitchell, San Francisco; Gene Gerbase, Denver; Thomas McMahon, Salt Lake City; Jack C. Partin, Portland, and Paul McElhinney, Seattle.

Edward L. Walton, assistant general sales manager, is present and will also attend a sales meeting in Chicago scheduled for Saturday and Sunday, which the following branch managers will attend: Nat E. Steinberg, St. Louis; R. F. Withers, Kansas City; Harry Lefholtz, Omaha; Paul Webster, Des Moines; J. E. Loeffler, Minneapolis; Jack G. Frackman, Milwaukee; A. H. Fischer, Chicago and Bernard Brager, Indianapolis.

Republic to Release James Mason Film

Republic will release "A Lady Possessed," first of a series to be made by James Mason under the aegis of his own company, Portland Pictures, it is announced here. The picture, based on a novel by Mason's wife, Pamela Kellino, will be filmed at the Republic studio.

A portion of the picture, which costars Mason, June Havoc and features Miss Kellino, has already been shot in England under the direction of Roy Kellino, who has returned to the U. S. to complete the direction. William Spier will collaborate in the direction.

Kamber Named ELC New Publicity Head

Bernard M. Kamber has been appointed publicity and promotion manager for Eagle Lion Classics, it was announced here yesterday by Howard LeSieur, director of advertising-publicity. Stephen Strassberg resigned as publicity manager last weekend.

Kamber, who recently resigned as Eastern advertising-publicity representative for Harry M. Popkin Productions, has worked in similar capacity for other independent producers. He was at one time head of the special events department of United Artists and held publicity management posts in connection with government bond drives in the last war.

RTMA to Meet Here

WASHINGTON, Jan. 8.—The seventh annual industrial relations conference of the Radio-Television Manufacturers Association will be held Jan. 17-18 at Hotel Statler, New York. The theme of this year's conference will be "Industrial Relations Problems in a Mobilizing Economy."

Scroll Presented To B. O. Champion



JOHN WAYNE, voted the top "Money-Making Star of 1950" by exhibitors in the annual* Motion Picture Herald-Fame *poll, was presented with the winner's scroll by Louella O. Parsons on her popular ABC network radio program on Sunday night, Jan. 7, in Hollywood.

'Miracle'

(*Continued from page* 1)

would be remiss in his duty if he failed to stop any "attack" on the religious belief of New Yorkers.

On Sunday, Francis Cardinal Spellman called on every Roman Catholic in the U. S. to boycott the picture, which Commissioner McCaffrey a few weeks ago termed "blasphemous." Last weekend New York Supreme Court Justice Aron Steuer granted distributor Joseph Burstyn's request for a temporary injunction to restrain McCaffrey from banning "The Miracle" from exhibition at the Paris.

Auxiliary Bishop Joseph F. Flannelly, administrator of St. Patrick's Cathedral, who read the Cardinal's statement at all masses on Sunday, indicated later that the Catholic Welfare Conference of the State would ask the Legislature to strengthen the state's censorship laws.

Sunday afternoon members of the Catholic War Veterans and other organizations of Catholic men began picketing the Paris, where the controversial film is part of a program entitled "Ways of Love."

Sponsored Television Seen Coming in U. K.

LONDON, Jan. 8.—Pronounced though unconfirmable rumors current here are that the Beveridge Report due to be issued shortly will recommend a form of sponsored television in view of the government's manifest inability to sustain the vast capital expenditures involved in video.

Theatre Fronts Blacked Out in UK By Edict as Coal Crisis Worsens

London, Jan. 8.—Because of the grave fuel crisis here, the government has issued an order forbidding use of electricity for any form of external advertising, which means the theatres' exteriors are to go completely dark, a condition reminiscent of the disastrous days of the 1947 coal shortage.

All theatres are hit by the order, but the American West End showcases are particularly unfortunate in this respect. Recently, M-G-M and RKO spent large sums for the installation of elaborate neon displays at their respective theatres.

Casmassine, Talbot Win RKO Top Prizes

First prize winners in RKO Theatres' "Boost Your Business" contest were Rocque Casmassine of the RKO Regent here and A. H. Talbot, manager of the RKO Iowa, Cedar Rapids, Ia., William W. Howard, vice-president of RKO Theatres, announced yesterday. Checks totaling $3,750 are on their way to the winners, he added.

Second prize winners for the "best combined ratio of profit-gross-attendance of 1950 against the same period of 1949" were awarded to manager John J. Thompson, RKO Franklin, the Bronx, and managers Grant A. Martin and Marshall Addis of the RKO Virginia and Orpheum theatres, Champaign, Va., shared the second prize in the out-of-town group.

The other winners are as follows:

Greatest number of campaigns: Clayton Pruitt, Coliseum, New York; William Hastings, Orpheum, Denver; Best individual showmanship effort: Morris Rochelle, Strand, Far Rockaway, N. Y.; Lawrence Caplane, Brandeis, Omaha; Greatest number theatre parties: Myron Feltheimer, Orpheum, Brooklyn, N. Y.; Florence Kipp, Paramount, Cincinnati.

Best contribution from an asssistant manager: Albert Murray, Coliseum, New York; Randall W. McIlvaine, Brandeis, Omaha; Best contribution from a publicity man: Ray Malone, New York home office; Nate Wise, Albee, Cincinnati; Best contribution from a service staff as a group: Coliseum, Orpheum, Dubuque; Best contribution from home office employes: first prize, Elizabeth Laus, second, Rita Brodbeck, third, Eurega Eloy David; Best public relations contribution: Harold Daly, Proctor's, Yonkers; Jerry Bloedow, Orpheum, Des Moines; Best job on vending: Edward Force, Bushwick, Brooklyn, N. Y.; Harry Simons, Grand, Columbia.

Best maintained theatre: Irving Gold, 86th Street, New York; Max Mink, Palace, Cleveland. Greatest economy of operation: Morris Rochelle, Columbia and Strand, Far Rockaway, N. Y.; Ansel Winston, Palace, Chicago; Best special kiddie matinee show: Clayton Pruitt, Coliseum, New York; Milton Troehler, Orpheum, Davenport; Best special midnight show: Irving Gold, 86th Street, New York; Jerry Baker, Palace, Rochester; Best merchant tie-up: Katheryn DeMilo, Colonial, New York; and Division manager whose theatres and employes won the greatest number of prizes: Michael Edelstein, New York.

ELC Denies Sale of 19 Films to WGN-TV

Denial that Eagle Lion Classics has sold 19 of its comparatively recent features and Westerns to television station WGN-TV, Chicago, as announced by the latter last Thursday, was made here yesterday by William Heineman, ELC vice-president in charge of distribution.

Heineman said that a deal for sale of the 19 pictures to two individuals, whom he said he was not at liberty to identify, had been discussed but has not been closed. The deal would comprise an outright sale of the films and all rights to them, including television.

A spokesman for Flamingo Films here yesterday confirmed that the company had contracted with television station WGN-TV, Chicago, for the showing of a group of 19 films formerly owned by Eagle Lion. He said that Flamingo now owns all rights.

Three ELC Branches Shift Clerical Work

The accounting and administrative functions performed by the three Eagle Lion Classics branches at Memphis, Oklahoma City and Portland are being transferred to adjacent branches as of Jan. 21. William J. Heineman, sales vice-president, emphasized that the key sales forces and the shipping service will continue to function.

MOTION PICTURE DAILY'S BOOKING CHART

WEEK OF	COLUMBIA	EAGLE LION CLASSICS	M-G-M	MONO.	PARA.	REPUBLIC	RKO RADIO	20TH-FOX	U. A.	UNIV.-INT'L.	WARNERS	LIPPERT
Dec. 3	(Dec. Releases) THE KILLER THAT STALKED NEW YORK Evelyn Keyes Charles Korvin D—79 min. (Rev. 12/4/50)			FATHER'S WILD GAME Raymond Walburn C		UNDER MEXICALI STARS Rex Allen O—67 min. (Rev. 11/29/50)	(Reissue) TARZAN AND THE AMAZONS Johnny Weissmuller D—76 min. (Rev. 3/20/45) (Reissue) TARZAN AND THE LEOPARD WOMAN Johnny Weissmuller D—72 min. (Rev. 2/13/46)		(Gloria Films) THREE HUSBANDS Eve Arden Emlyn Williams C—78 min. (Rev. 11/9/50)		WEST POINT STORY James Cagney Virginia Mayo MC—107 min. (Rev. 11/14/50)	
Dec. 10	HE'S A COCKEYED WONDER Mickey Rooney C—77 min. (Rev. 10/23/50) THE TOUGHER THEY COME Preston Foster Wayne Morris D—69 min. (Rev. 11/21/50)	CATTLE QUEEN Maria Hart O	MRS. O'MALLEY AND MR. MALONE Marjorie Main James Whitmore C—69 min. (Rev. 11/3/50)	OUTLAWS OF TEXAS Whip Wilson O-58 min.		THE MISSOURIANS Monte Hale O—60 min. (Rev. 11/29/50)		(Dec. Releases) AMERICAN GUERRILLA IN THE PHILIPPINES (Color) Tyrone Power Micheline Prelle D—105 min. (Rev. 11/8/50) FOR HEAVEN'S SAKE Clifton Webb Joan Bennett C—92 min. (Rev. 12/1/50)	(Dec. Releases) UNDERCOVER GIRL Alexis Smith Scott Brady O—83 min. (Rev. 11/1/50) MYSTERY SUBMARINE Macdonald Carey Marta Toren D—78 min. (Rev. 11/24/50)		BANDIT QUEEN Barbara Britton Willard Parker D—68 min. (Rev. 11/28/50) (Release: 12/22/50)
Dec. 17	LIGHTNING GUNS Charles Starrett Smiley Burnette O—55 min. (Rev. 12/7/50)			CALL OF THE KLONDIKE Kirby Grant Chinook O	(Dec. Releases) MR. MUSIC Bing Crosby Nancy Olson M-113 min. (Rev. 8/25/50)	TRAIL OF ROBIN HOOD (Color) Roy Rogers Penny Edwards O—67 min. (Rev. 12/14/50) CALIFORNIA PASSAGE Forest Tucker Adele Mara O—90 min. (Rev. 12/15/50)					BREAKTHROUGH David Brian John Agar D—91 min. (Rev. 10/31/50)	
Dec. 24	(Jan. Releases) STATE SECRET Doug. Fairbanks, Jr. Glynis Johns D—97 min. (Rev. 10/5/50)	WHITE HEATHER Ray Milland Patricia Roc D		(ALLIED ARTISTS) SHORT GRASS Rod Cameron O—82 min. (Rev. 12/4/50)			VENDETTA Faith Domergue D—84 min. (Rev. 11/22/50)					THREE DESPERATE MEN Preston Foster Virginia Grey D (Release: 1/12/51)
Dec. 31	THE FLYING MISSILE Glenn Ford Viveca Lindfors D—92 min. (Rev. 12/28/50)		PAGAN LOVE SONG (Color) Esther Williams Howard Keel MD—76 min. (Rev. 12/20/50)				THE COMPANY SHE KEEPS Lizabeth Scott Dennis O'Keefe D—83 min. (Rev. 12/19/50)				DALLAS (Color) Gary Cooper Ruth Roman O—94 min. (Rev. 11/21/50)	THE STEEL HELMET Gene Evans Steve Brodie D—84 min. (Rev. 1/3/51) (Release: 2/1/51)
Jan. 7	STAGE TO TUCSON (Color) Rod Cameron Wayne Morris O—82 min. (Rev. 12/15/50 GASOLINE ALLEY Scotty Beckett C	(Jan. Releases) THE WICKED CITY Maria Montez Jean-Pierre Aumont D	WATCH THE BIRDIE Red Skelton C—70 min. (Rev. 11/24/50)	SIERRA PASSAGE Wayne Morris O—80 min. (Rev. 12/14/50)	(Jan. Releases) BRANDED (Color) Alan Ladd Mona Freeman O—95 min. (Rev. 11/15/50) THE GOLDBERGS Gertrude Berg CD—83 min. (Rev. 11/24/50) AT WAR WITH THE ARMY Dean Martin Jerry Lewis C—92 min. (Rev. 12/12/50)			(Jan. Releases) THE MUDLARK Irene Dunne D—99 min. (Rev. 11/27/50) HALLS OF MONTEZUMA (Color) Richard Widmark D—113 min. (Rev. 12/11/50) THE MAN WHO CHEATED HIMSELF Lee J. Cobb Jane Wyatt D—81 min. (Rev. 12/18/50)		(Jan. Releases) FRENCHIE (Color) Joel McCrea Shelley Winters D—81 min. (Rev. 11/30/50) HARVEY James Stewart Josephine Hull C—104 min. (Rev. 11/13/50) UNDER THE GUN Richard Conte Audrey Totter D—84 min. (Rev. 12/15/50)	HIGHWAY 301 Steve Cochran Virginia Grey D—83 min. (Rev. 11/28/50)	
Jan. 14	GENE AUTRY AND THE MOUNTIES Gene Autry O PRAIRIE ROUNDUP Charles Starrett Smiley Burnette O—53 min.	MR. UNIVERSE Jack Carson Bert Lahr C KOREA PATROL Richard Emory Teri Duna D—57 min. (Rev. 12/28/50)	GROUNDS FOR MARRIAGE Van Johnson Kathryn Grayson C-91 min. (Rev. 12/12/50)	COLORADO AMBUSH Johnny Mack Brown O		PRIDE OF MARYLAND Peggy Stewart Stanley Clements D—60 min. (Rev. 1/8/51)	GAMBLING HOUSE Victor Mature Wm. Bendix D—80 min. (Rev. 12/22/50)		(Rob't Stillman Prods.) SOUND OF FURY Frank Lovejoy Lloyd Bridges D—90 min. (Rev. 12/6/50)			
Jan. 21	(Feb. Releases) BORN YESTERDAY Judy Holliday Broderick Crawford C—103 min. (Rev. 11/17/50)	OLIVER TWIST Robert Newton Alec Guinness D	KIM (Color) Errol Flynn Dean Stockwell D—113 min. (Rev. 12/5/50)	BOWERY BATTALION Leo Gorcey C		BELLE LE GRAND John Carroll Vera Ralston D—90 min.						
Jan. 28	OPERATION X Edward G. Robinson Peggy Cummins D-79 min. (Rev. 12/18/50) THE GLOBETROTTERS Thomas Gomez Dorothy Dandridge D	THE SUN SETS AT DAWN Sally Parr Philip Shawn D—71 min. (Rev. 11/9/50)		BLUE BLOOD (Color) Bill Williams Jane Nigh D		ROUGH RIDERS OF DURANGO Allan "Rocky" Lane O—60 min.					OPERATION PACIFIC John Wayne Patricia Neal D	
Feb. 4	MY TRUE STORY Helen Walker Willard Parker D COUNTERSPY MEETS SCOTLAND YARD Howard St. John Amanda Blake D—67 min. (Rev. 11/21/50)	(Feb. Releases) VOLCANO Anna Magnani D THEY WERE NOT DIVIDED Edward Underdown D	THE MAGNIFICENT YANKEE Louis Calhern Ann Harding D—89 min. (Rev. 11/15/50)	ABILENE TRAIL Whip Wilson O	(Feb. Releases) THE GREAT MISSOURI RAID (Color) Wendell Corey Macdonald Carey D—85 min. (Rev. 12/1/50) SEPTEMBER AFFAIR Joan Fontaine Joseph Cotten D—104 min. (Rev. 10/11/50)		PAYMENT ON DEMAND Bette Davis Barry Sullivan D	(Feb. Releases) CALL ME MISTER (Color) Betty Grable Dan Dailey MC I'D CLIMB THE HIGHEST MOUNTAIN (Color) Susan Hayward William Lundigan D (Edw. Alperson Prods.) SWORD OF MONTE CRISTO (Color) George Montgomery Paula Corday D		(Feb. Releases) OPERATION DISASTER John Mills D—100 min. TOMAHAWK (Color) Van Heflin Yvonne De Carlo O—82 min. (Rev. 1/8/51)		
Feb. 11	RIDING THE OUTLAW TRAIL Charles Starrett Smiley Burnette O—55 min.		VENGEANCE VALLEY (Color) Burt Lancaster Robert Walker O—83 min.	RHYTHM INN Jane Frazee M			CRY DANGER Dick Powell Rhonda Fleming D				STORM WARNING Ginger Rogers Ronald Reagan D—93 min. (Rev. 12/6/50)	

(Dates Are Based on National Release Schedules and Are Subject to Change. Letters Denote the Following: (D) Drama. (M) Musical. (C) Comedy. (O) Outdoor Action. Production Numbers Are in Parentheses. (Rev.) Motion Picture Daily Review Date.)

THE MARINES HAVE LANDED IN NEW YORK AND LOS ANGELES AND THE SITUATIONS ARE TERRIFIC!

HALLS OF MONTEZUMA



There's No Business Like 20th CENTURY-FOX *Business!*

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 69. NO. 6 NEW YORK, U. S. A., TUESDAY, JANUARY 9, 1951 TEN CENTS

Loew's Profit For 1950 at $7,854,454

Is $1,109,693 Increase; 1st '51 Quarter Up Also

Net income of $7,854,454 was reported yesterday by Loew's for the fiscal year ended Aug. 31, 1950. This represents an increase of $1,109,693 over the $6,744,761 net registered for the previous fiscal year. However, the net for the last year includes $808,020 profit after taxes realized from the sale of capital assets, while for the preceding year $460,460 is due to reduction of prior years' depreciation on properties to conform to new tax rates.

The company reported at the same time a net income of $1,994,954 for the first quarter of the current fiscal year, ended last Nov. 23. This includes $779,436 due to reduction of prior years' depreciation on certain properties to conform

(*Continued on page* 8)

NCA Delegation To Begin Talks

North Central Allied's delegation sent here to confer with distribution heads on a projected "fair rental" plan is in New York and will begin a series of meetings tomorrow.

The plan, originated by Henry Greene, chairman of the committee, and approved by the NCA membership, is said to be designed to help those exhibitors suffering hardship from poor box-office returns. No details are being made public in advance of the talks with company distribution heads.

Committee members, in addition to Greene, are Stanley Kane, NCA ex-

(*Continued on page* 10)

Truman Talk Short On Film Details

WASHINGTON, Jan. 8.—President Truman's "State of the Union" message was long on discussion of foreign policy but short in detailing what specific legislative requests the Administration would put before Congress this year.

"A major increase in taxes" would be necessary, the President said, but

(*Continued on page* 8)

Says Court May Waive Limitations on Damages

LOS ANGELES, Jan. 8.—Exhibitors may claim damages going back as far as 1936 in anti-trust suits against distributors regardless of statutory limitations in states where action is taken, according to a precedental decision by Federal Judge Willis W. Ritter of Utah in a case brought by James A. Christensen, Arcade Theatre, Salt Lake City, against major distributors, states Fred A. Weller, local attorney, who handled the case for Christensen.

Weller quotes the Ritter ruling as follows:

"I have concluded that the common sense view is that U. S. versus Paramount was pending during a hiatus of the period of the consent decree. Opinions of the expediting court and the U. S. Supreme Court are explicit that the consent decree was a stop-gap measure to the last three years as a trial project.

"Everything was open for consideration after that time. This consent decree involved no adjudication, no merger, and was not *res adjudicata* as to any issues raised by the complaint. The statute of limitations protects a plaintiff while his right of action ripens and rewards him for withholding his suit at a time when it is a policy of law to free a defendant from its annoyances."

Lubin Leaves CRI For U. S. Service

Dr. Isador Lubin has resigned as president of Confidential Reports, Inc., effective in February, just five years since he assumed the post in 1946. Dr. Lubin came to CRI following a distinguished career as a government economist and will return to the U. S. government service in a fulltime capacity.

During the recent sessions of the Assembly of the United Nations, Dr. Lubin served as economic advisor to the U. S. delegation and as the U. S. representative on the UN Economic and Social Council, with the rank of U. S. minister.

B'way's First Runs Strong; $110,000 For 'Montezuma'

Post-holiday business at Broadway's first runs is continuing at a strong pace as the holiday bills begin to make way for new product.

One opener, "The Halls of Montezuma," promises to exceed the New Year week business at the Roxy, with an excellent $110,000 in prospect. The film's first three days, following showmanly invitational premiere on Thursday, brought in $64,000. Al Bernie tops the stage show.

"Born Yesterday" is holding to a terrific pace at the Victoria, with $43,000 due for a third week. Also doing excellent business is "Harvey" at the Astor, with $30,000 expected for its third week.

Radio City Music Hall is still holding on to its Christmas package, "Kim" and the Nativity pageant, with

(*Continued on page* 8)

Howard Quits SRO; Coast Office Closes

LOS ANGELES, Jan. 8.—John T. Howard, Western division manager of Selznick Releasing Organization, resigned at the weekend. He was the last SRO field representative.

With his resignation, the local office has been closed. Howard, with Paramount for 20 years before joining SRO, is a commander in the Naval Reserve. He has announced no future plans.

Regents Plan Move In 'Miracle' Case

The New York State Board of Regents was reported yesterday to be considering ways and means of accepting an appeal from citizens to revoke the State license which was granted the Italian-made film, "The Miracle," the center of heated controversy in recent weeks.

Meanwhile, New York City License Commissioner Edward T. McCaffrey announced he will appeal the New York Supreme Court ruling against his ban on showings of the picture at the Paris Theatre here. He said he

(*Continued on page* 10)

Competition Stalls Minn. Price Hikes

MINNEAPOLIS, Jan. 8.—Competition, rather than fear of public reaction, is the chief deterrent to admission price increases in this area, according to exhibitors contemplating increases.

Minnesota Amusement, which has been most cautious in approaching the question of higher ticket prices to meet increased costs, is said to now admit that customers are not likely to protest increases.

US Rationing Of Equipment Up for Study

NPA, Industry Unit to Weigh Needs Tomorrow

WASHINGTON, Jan. 8.—The need for and desirability of an order along the lines of the World War II order L-325, allocating projectors, arc lamps and other theatre equipment, will be among the problems discussed Wednesday when National Production Authority officials meet with the 20-man advisory committee for the theatre equipment industry.

This will be the first meeting of the committee, and a full agenda has been prepared. Other items up for discussion will be the effect on the industry of recent NPA orders cutting back civilian supplies of various metals, plans for conserving critical materials used in manufacturing theatre equipment and the use of possible substitutes, the requirements of the Defense Department for 35mm. projection

(*Continued on page* 8)

Mayer Says COMPO Is Misunderstood

PHILADELPHIA, Jan. 8.—Lack of support for the Council of Motion Picture Organizations was due to misunderstanding of the organization's purposes, Arthur L. Mayer, executive vice-president, told a Variety Club audience here last night.

Speaking at a testimonial dinner at the Bellevue-Stratford Hotel for David Supowitz, the club's retiring chief barker, and Ted Schlanger, newly elected chief barker, Mayer said:

"Certainly no man in this industry can be opposed to raising our standard in the public's esteem so that we are no longer classified by our government

(*Continued on page* 3)

MPA Board Rules Today on 'Twist'

The Motion Picture Association of America board of directors meeting here today is expected to rule on Eagle Lion Classics appeal from the Production Code Administration's refusal to issue a seal to J. Arthur Rank's "Oliver Twist." The East-West executive meeting is also on the agenda.

Eric Johnston, MPAA president, will preside.

Personal Mention

SPYROS P. SKOURAS, president of 20th Century-Fox, is slated to fly to the Coast tonight from New York and join Al Lichtman, 20th Century-Fox vice-president, who arrived there from New York over the week-end for studio conferences.

•

HAROLD CITRON, general manager of North Coast Theatres, is in San Francisco from Los Angeles, where he was joined yesterday by SHERRILL C. CORWIN, president, for a week long conference with district manager GRAHAM KISLINGBURY.

•

MRS. DOROTHY SILVERSTONE, wife of MURRAY SILVERSTONE, president of 20th Century-Fox International Corp., is due to arrive in Boston tomorrow from here to promote "The Magnetic Tide."

•

CHARLES E. KURTZMAN, Loew's northeastern division manager, has been named general chairman of the Boston Gridiron Club selection committee for the Swede Nelson Award for sportsmanship.

•

LEON J. BAMBERGER, RKO Radio sales promotion manager, has accepted an invitation to speak at the annual convention of the Allied Theatre Owners of Texas, to be held at the Adolphus Hotel, Dallas, Jan. 29-30.

•

STANLEY D. KANE, executive counsel for North Central Allied, has been renamed city attorney for the village of Golden Valley, a suburb of Minneapolis.

•

PAT SOMERSET, assistant executive secretary of the Screen Actors Guild, has been named by GOVERNOR EARL WARREN of California a member of the State Advisory Council.

•

HOWARD STRICKLING, M-G-M studio publicity head, is expected to arrive here from the Coast tomorrow for a brief stay.

•

SAM SHAIN, director of exhibitor-distributor relations for 20th Century-Fox, left yesterday on a business trip to Omaha.

•

AL HORWITS, Universal-International studio publicity director, is scheduled to arrive here from the Coast today for a two-week stay.

•

GEORGE J. SCHAEFER, Stanley Kramer Productions sales chief, returned to New York yesterday from the Coast.

•

LOUIS B. MAYER, M-G-M vice-president in charge of studio activities, is due here from the Coast tomorrow.

•

JULES LAPIDUS, Warner Brothers Eastern and Canadian sales manager, has left for Boston from here.

•

EDWARD DRYHURST, producer, is scheduled to fly from London to Hollywood tomorrow.

Insider's Outlook

By RED KANN

THIS looks like the week of decision for COMPO. The final answer, whatever it may be, cannot be put off indefinitely, for every new delay continues to gnaw at whatever vitals the Council of Motion Picture Organizations may call its own. The situation is far from happy.

The original fanfare and enthusiastic bursts which tore the ozone apart 'way back there in Chicago when it was determined to proceed with one organization representing the whole industry since then have turned into shadowy echoes of an enthusiastic past.

COMPO was fine then — so fine, so much needed and so worthwhile that everyone wanted it. There was a goose that really hung high, but what it has laid so far is hardly a golden egg.

■

For it's different now. Or at any rate, it's different with TOA, that influential exhibitor association without which COMPO can get along if its limp doesn't get it down. TOA insists COMPO has been out of bounds. For instance, that wire to the National Production Authority on new theatres, which COMPO now wishes had never been filed.

■

There is this to be said, nevertheless:

The dispute facing COMPO is a family squabble. It developed internally and not by external pressures so that there is neither face nor reputation jeopardized insofar as the outside facade is concerned.

The internal situation, having to do with regional representation for as many TOA units as may want it and limitation of COMPO activities to public relations on a national level, is not an insurmountable one. If TOA has its way, the reluctant-dragon attitude attributed to most of its units in the field might give way to a condition perhaps best described as a limited enthusiasm. While limited, it would be a gain over the indifference, and even suspicion, which now prevails.

■

Fighting valiantly to keep COMPO a going outfit, Ned E. Depinet is known to lean with partial favor, at least, toward the TOA position. This, in all probability, is predicated on his understanding of the heed which the top kicks in TOA must give to the attitude of their member units, never overlooking the jealousy and the zeal with which the leaders in the field guard their territorial autonomy. Attributed to Depinet, too, is another impression, if not a full conviction. It is this: That the closer the field gets to COMPO and the more familiar it becomes with its objectives and its workings the greater the opportunity for COMPO to sell itself.

■

The position of TOA's bitter critics needs no detailed explanation at so late a date. They talk about bad faith and effort to sabotage a setup into which TOA voluntarily entered with eyes wide open. They ask very pointed questions dealing with TOA's ability to hold its affiliates in line. They speculate if the opposition to COMPO voiced by the TOA directors in Houston was not a thinly veiled challenge to the national officers who now understand better the wisdom in listening more attentively to the rank-and-file—the big fish in the little ponds.

■

All of this backwash possibly may bring air and light into a complex situation. But it solves nothing. Nor will anything be solved unless the men who meet here in New York on Thursday and Friday want it solved.

■

If COMPO cannot be constituted, or re-constituted, on a basis of unavoidable compromise which the realities of circumstances indicate, the end of this week will mark the end of COMPO. The corpse may remain suspended in some sort of official limbo, but that will be all.

The solution, pat as it may sound and pat as undoubtedly it is, revolves around one dominant theme: How seriously is COMPO wanted and to what limit is the executive board prepared to go in order to consolidate conflicting viewpoints?

■

Provided the 10 charter groups are genuinely in earnest, the issue can be resolved and it ought to be. Outrage may have to give way to mere anger. Demand may have to give way to something less.

Compromise is common and happens all the time. This looks like a time when it might be best for it to happen again.

If by compromise COMPO can come out of its present miasma with its fundamental and original purposes untarnished and a future assured, let compromise prevail.

6 Finished, 5 Are Started on Coast

HOLLYWOOD, Jan. 8.—The production tally held its own last week, going down only one point, for a total of 23 pictures in work. Five new pictures were started while six were completed.

Started were: "I Was an American Spy," Allied Artists; "Man for Hire," Lippert; "The Dakota Kid," Republic; "Ma and Pa Kettle at the County Fair," Universal-Int'l; "Tomorrow Is Another Day," Warner Bros. Completed were: "Sirocco," Columbia; "The Man from Planet X" (Mid-Century Prod.); "A Wonderful Life" (Protestant Film Commission), Independent; "Francis Goes to the Races," "Cattle Drive," and "Little Egypt," Universal-Int'l.

Kohn Heads 'Cyrano' Road Show Unit

Howard E. Kohn II has been appointed road show manager of the "Cyrano de Bergerac" unit of Stanley Kramer Productions, working under the general supervision of Myer P. Beck, Eastern publicity and advertising director for Kramer.

Kohn joined the Kramer organization last June as educational director for "Cyrano," at which time he set up the educational campaign now current.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
RUDYARD KIPLING'S "KIM"
Errol FLYNN - Dean STOCKWELL
Color by TECHNICOLOR
A METRO-GOLDWYN-MAYER PICTURE
and THE MUSIC HALL'S GREAT
CHRISTMAS STAGE SHOW

Paramount presents "BRANDED" Color by Technicolor starring ALAN LADD with MONA FREEMAN · CHARLES BICKFORD
In Person KAY STARR plus DICK BROWN JOHNNY MORGAN THE CLARK BROTHERS JERRY WALD and Orch.
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

The Mudlark 20th CENTURY-FOX
RIVOLI
BROADWAY AT 49th ST.

HOWARD HUGHES' production
Vendetta
starring FAITH DOMERGUE
Brandt's Globe B'way at 46th

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National Pre-Selling

THE January 16 edition of *Look* runs a double truck on the "Movies' Top 20 Ticket Sellers" with their authority the *Motion Picture Herald-Fame* poll of independent and circuit theatre owners. Betty Grable is featured in a full-page, full-color picture opposite the listings, although she was No. 4, but it isn't hard to see why she rates the picture. The 20 are shown in thumbnail in their relative standings. The new *Look* features Jean Simmons on the cover, reviews "Born Yesterday," carries full-page color ads for "Vendetta" and several new M-G-M pictures.

•

A continuing campaign to promote worthwhile films among students of the nation is being inaugurated by Scholastic *magazine, top publication in the educational field, starting this week with the distribution of a poster on "Cyrano de Bergerac" to all New York and Los Angeles senior and junior high schools. The plan will be followed in all key cities and it is estimated that an audience of* 1,000,000 *will be reached with each* 5,000 *posters on display. The poster carries the same heading as Scholastic's motion picture department.*

•

More than 5,000 cards congratulating Bing Crosby on his 20th anniversary as a star were mailed from the lobby of the Paramount Theatre in New York on the opening day of "Mr. Music." They were distributed by members of the Bing Crosby Fan Club during a special disc jockey show originating in the lobby and aired over Station WNEW. Crosby fans are urged to send greeting cards to 'The Groaner" who will pick a winner on his Jan. 31 radio program. The winner gets an all-expense trip for two to Hollywood to meet "Mr. Music."

•

Women's Wear, daily newspaper of the retail garment trades, carries a 12-page section devoted to the merchandise tieups effected for "Bird of Paradise" by 20th Century-Fox, prior to the opening of the campaign which is to reach a climax with release of the picture at Easter time. A series of ads in *Women's Wear* over the past eight weeks has built up a list of 325 stores set to tie-in on the initial film promotion. The pages in the current section tell the merchandising story and reproduce various wholesale and magazine ads which will appear in the immediate future. The entire program, under the direction of Stirling Silliphant, is expected to top the record obtained with "The Black Rose."

•

Women's page editors and fashion writers from a number of key city newspapers attended the gala cocktail party at the Hotel Pierre last evening, introducing 20th Century-Fox's record merchandising promotion for the film. Out-of-town newspapers sent staff writers to see how the merchandising plan was launched in New York and to prepare for a similar result at their local level. Also in attendance at the party and display were personalities of stage and screen, radio and TV people, home office executives and representatives of 23 manufacturers and advertising agencies participating in the promotion.

—WALTER BROOKS

Truman Lauds Films' Civic Activities

Washington, Jan. 8.—Warm praise for the civic and charitable activities of the motion picture industry was expressed by President Truman to film actor Edward Arnold, the actor reported after a White House visit.

Arnold, who went to the President to report on his progress in recruiting industry personnel for work on the Treasury's Bond Drive, said Mr. Truman told him that the film industry was outstanding in the help it gave the government and private organizations in every worthy cause.

Report New Bid For 60% UA Control

HOLLYWOOD, Jan. 8.—Paul V. McNutt, chairman of United Artists' board of directors, is said to have called a board meeting for Jan. 17 to consider a bid by Arthur Krim, Robert Benjamin and Walter Heller for 60 per cent control, according to unconfirmed reports here. Under the reported deal, Mary Pickford and Charles Chaplin would retain 20 per cent each of the stock.

The reports stated that the combination would supply operational money and would finance production. Under the reported plan, McNutt would remain in the UA organization, while Frank L. McNamee, president of UA, and Max Kravetz would leave. Speculation here is that Jacques Grinieff may offer his plan to reorganize UA at the reported Jan. 17 board meeting.

Colony Files Trust Suit in Utica

UTICA, N. Y., Jan. 8.—Colony Theatre, Inc., of Schenectady, today filed an anti-trust suit in Federal district court here against Loew's, RKO, Warners, Paramount, 20th Century-Fox, Columbia, Universal, United Artists, Eagle Lion Classics, and Fast Theatres, Inc., a Fabian subsidiary.

Film attorney Leonard L. Rosenthal, of Albany, representing the plaintiff, said that the Colony seeks to permanently enjoin what it charges to be an illegal monopoly in Schenectady and to be permitted to play first-run product.

Union Says 'No' to Houses' Pay Cut Bid

CLEVELAND, Jan. 8.—The Cleveland Motion Picture Exhibitors Association's request for a voluntary 25 per cent cut in pay for members of Local 160, IATSE, has been turned down by the stage hands. The Association employs 26 stage hands. The operators still have the proposal under consideration.

CMPEA members, all neighborhood theatre owners, are seeking overhead relief to meet a 25 to 40 per cent drop in business.

Marc Wolf to Guest

BUFFALO, Jan. 8.—International chief barker Marc J. Wolf will be the guest of honor at the annual installation of officers and dinner-dance of Tent No. 7, Variety Club of Buffalo, Sunday evening in the Mary Seaton room of Kleinhans Music Hall.

Babb Sole Owner of Hallmark Production

CLEVELAND, Jan. 8.—Complete ownership of Hallmark Prod., Inc., its distribution contracts, star contracts, real estate properties, equipment, story properties, copyrights, publishing and recording businesses, its 15 subsidiary corporations and distribution organization has passed to Kroger Babb, co-founder of the company. Signing of the papers took place here, on Babb's 44th birthday.

Babb delivered a check finalizing the transaction to his partner, J. S. ("Jack") Jossey, who held a 50 percent interest and now becomes Babb's financial advisor. Jossey is retiring from active business because of failing health.

Babb named Gilbert Wilkin as new comptroller of Hallmark. Charles ("Chuck") Oren was promoted from a unit manager to director of routes in the Wilmington, O., home office.

Hank Adams, national sales manager, has resigned to join the Hollywood Advertising Co. in the same capacity. No successor has been named.

CBS Color Showings Begun In Chicago

CHICAGO, Jan. 8.—Demonstrations of CBS's color TV system, already viewed by more than 100,000 New Yorkers, will begin here tomorrow, and will be held daily in the WBBM-CBS main audience studio in the Wrigley Building. Programs will be transmitted from New York over the coaxial cable.

During the last few weeks numerous dry runs were made with the pictures being piped over the coaxial. Thus, in New York CBS experts could study the pictures after they had made a round trip to Chicago.

B & K's State Lake Has Large Turnout for Truman's Talk

CHICAGO, Jan. 8.—"Big screen" televising of President Truman's State-of-the-Union address and the opening day of "The Flying Missile" and "Counterspy Meets Scotland Yard" gave the State Lake a healthy box-office Monday noon. About 2,000 of the theatre's 2,700 seats were filled, this being considerably above average business for Monday morning.

Balaban and Katz officials said it was impossible to tell whether the films or the telecast accounted for the attendance, but they felt that the importance of the telecast was a very definite factor.

The audience, predominantly male, listened to the telecast attentively. Sound and quality of the picture were good.

Mono. Acquires 2; 'Lover,' 'Years'

HOLLYWOOD, Jan. 8.—"Wind Is My Lover," retitled, "Gypsy Fury," and "Vicious Years," already given limited distribution, have been acquired by Monogram for distribution, Steve Broidy, Monogram president, announced today.

Both were originally scheduled for Film Classics' release.

Would Unionize TV Men

BALTIMORE, Jan. 8.—The Motion Picture Operators Union here is active in trying to organize into a union the TV film projectionists working in local television stations, according to Samuel Isaacson, business manager.

Phonevision Test Is Studied By Para.

Paramount Pictures has retained A. E. Sindlinger to observe and analyze the audience and public reaction to the Phonevision experiment now being conducted in Chicago.

Sindlinger will correlate the results being obtained in Chicago with those of his previout experience in theatre operation and with the extensive information which he has heretofore gathered on the habits and characteristics of radio listening and television viewing audiences, the company said.

RCA Studies Plan To Expand Service

PHILADELPHIA, Jan. 8.—Greater demands for the servicing of electronic equipment and theatre sound systems in 1951 will put additional burdens on the sound servicing industry, which is already feeling the pinch of manpower and material shortages, RCA Service Company district managers were told during a four-day meeting held here.

The company is already studying streamlined operational methods designed to make possible an expansion of service activities to meet the anticipated demand, panel speakers informed the meeting.

Demands for servicing will increase in ratio to whatever decrease there may occur in replacement equipment coming off the production lines, it was pointed out. Users of electronic equipment and theatre sound systems, if required to keep current equipment in operation longer than planned, will need additional servicing to maintain top operations efficiency.

Executives representing the RCA Service at the sessions included E. C. Cahill, president; W. L. Jones, vice-president in charge of technical products service; J. P. Boksenbom, vice-president in charge of consumer products service, and P. P. Reed, vice-president in charge of government service.

Mayer Says

(*Continued from page* 1)

with gambling establishments and poolrooms. No man in this industry can be opposed to uniting all of its various branches in boxoffice drives or in the effort to create new stars. God help us who call ourselves showmen if we are not prepared to make the small organizational sacrifices and financial contributions for industrial unity that are made by every other American business, large or small."

Declaring that the hallmark of a real theatre man is "a sublime and invincible optimism," Mayer urged harder work and more resourcefulness in meeting competition.

"We must have the vision," he said, "to convert television from an enemy into an ally that will sell our product in the homes of America as it has never been sold before."

He ridiculed the claim that television was free competition, asserting that it cost its set-owners $100 a year.

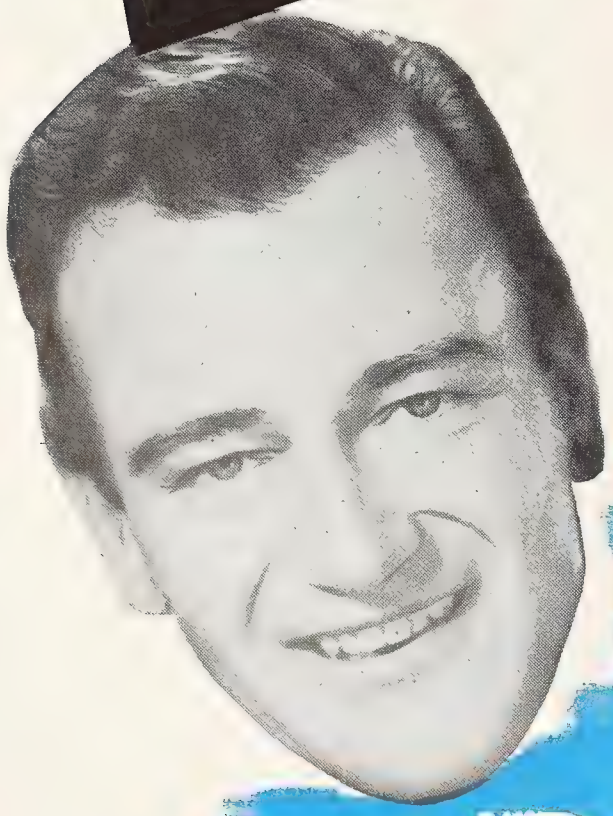
NO. 1 BOX-OFFICE

and REPUBLIC HA

John Wayne

TOP BOX-OFFICE STAR

- MOTION PICTURE HERALD
- SHOWMEN'S TRADE REVIEW
- LOOK MAGAZINE



NOW IN RELEASE

John Ford's

RIO GRANDE

STARS FOR 1950

'EM BOTH!

Roy Rogers

TOP



WESTERN STAR FOR 8 CONSECUTIVE YEARS

- MOTION PICTURE HERALD
- SHOWMEN'S TRADE REVIEW

NOW IN RELEASE

TRAIL OF ROBIN HOOD

in Trucolor

Mexico Trust Probe Asked

MEXICO CITY, Jan. 8.—A committee of producers and exhibitors, complaining of monopoly control of 80 per cent of Mexican theatres, was promised corrective government action by Adolfo Ruiz Cortines, Secretary of the Interior. Cortines declared that an investigation is now underway under the order of President Aleman. Should a monopoly be found to exist, it will be broken, according to Cortines.

The industry representatives held that unless action is taken by the government, some 600 independent producers will be forced out of the industry.

Industry figures who met with Cortines included Miguel Contreras Torres, Mauricio de la Serna, Alfonso Sanchez Tello, Juan Bastillo Oro and Jesus Castillo Lopez.

Fewer, Better Films Is Goal in Mexico

MEXICO CITY, Jan. 8.—The Mexican industry is displeased with the 1950 production high of 126 pictures because at least 80 of them are much below first class. However, it is urged that 1951 production output be limited to 80, and in consequence of this there is optimism that at least 75 will be strong pictures from both the standpoint of box-office and as enhancers of Mexico's film prestige at home and abroad.

Decision of the industry's own bank, Banco Nacional Cinematografico, S.A., to finance only producers who are proven capable of making genuinely good pictures, is seen as influencing an 80-picture ceiling for this year.

The 1951 output was expected to be 131; however, five of last year's pictures are not yet completed. This year, several films will be dubbed in English, and this is expected to raise the salability of Mexican films in the U. S. and elsewhere in the English-speaking world.

Discrimination by Danes Hit by U. S.

WASHINGTON, Jan. 8.—The American Embassy in Copenhagen is expected to protest a new Danish government regulation reducing the admission tax for domestic films 25 per cent below the tax for showings of imported films.

The Motion Picture Association of America, it is understood, protested to the U. S. State Department here. The Department investigated the matter, concluded that the Danish regulation violated the Geneva Trade Agreement and ordered the Embassy in Copenhagen to protest. The Geneva agreement provides that internal taxes must be on a non-discriminatory basis.

Mary Field Honored

LONDON, Jan. 8.—Mary Field, former head of the J. Arthur Rank Children's Film department, dissolved recently for economy reasons, has been elected president of the British Federation of Business and Professional Women. She is the only working woman member of the British Board of Film Censors.

Review

"Operation Pacific"

(Warner Brothers)

A VIGOROUS, he-man role that fluctuates between violence on the high seas and shore leave romance has been given John Wayne in his first picture for Warner Brothers. Voted the top money-making star of 1950 in the *Motion Picture Herald* and *Fame* exhibitor poll, Wayne goes through his characterization as a U. S. submarine commander with accustomed ease. Patricia Neal plays the lead opposite Wayne with others in the cast including Ward Bond and Scott Forbes.

Set in 1943, the picture derives its best effect from those scenes in which the submarine is on patrol against Japanese craft in Pacific waters. Director George Waggner's staging of battles has been done with excitement and conviction. In the picture's romantic aspects, in which Wayne tries to win back his former wife, Miss Neal, it falls into a pattern that's none too original.

The picture keeps up its brisk pace from the very beginning in which a group of children and some nuns are rescued by the sub from out of the jungle. There follows mission after mission until the grand climax is reached in which the sub finds itself in the middle of the Imperial fleet. After alerting Pearl Harbor, the sub proceeds to knock out as many of the enemy as its ammunition supply permits, and then limps home triumphantly. Romantically too, things culminate successfully for Wayne, even though there is some competition for Miss Neal's hand from Philip Carey, a Navy pilot. Bond portrays the submarine commander whose death leads to Wayne's ascension to command. Louis F. Edelman produced and Waggner also did the screenplay.

Running time, 111 minutes. General audience classification. Release date, Jan. 27.

MANDEL HERBSTMAN

29 Governments Sanction International Trade Code

WASHINGTON, Jan. 8.—Representatives of the 29 governments participating in the tariff-cutting session at Torquay, England, have recommended adoption of a code to eliminate uncertainties and hardships arising from the operation of the present import and export controls in most parts of the world, the Commerce Department's Office of International Trade announced here.

While the code looks auspicious on paper, of course there is the question of how well the various countries will follow it in practice. Practically all of the major countries are represented at Torquay. The code follows a proposal of the U. S. delegation.

The OIT said the conference recommended that "unless there are clear and over-riding considerations to the contrary," the proposed code should be followed. It pointed out that the trade conferences hope to eliminate restrictions and controls entirely eventually, and that meanwhile, "it is important to reduce the uncertainties and hardships to merchants resulting from varying and unpredictable operation of such controls."

Among the standard practices recommended by the Torquay conference for general adoption are these:

1—The grant of an import license should imply that the necessary foreign exchange will be obtainable if applied for within a reasonable time. When both import licenses and exchange permits are required, the two should be coordinated. Both should indicate the rate of exchange to be used.

2—Any new or intensified restrictions should not apply to goods en route at the time the change was announced.

3—Action on applications for licenses or exchange permits should be reasonably quick. Outstanding licenses and permits should be withdrawn only for "exceptional circumstances."

4—When there are quotas based on past experience, there should be special provision for some quotas for qualified newcomers.

5—Customs officials should have discretion to grant reasonable relief for variations in the actual shipment from the authorization.

6—Where the country cannot provide foreign exchange for current imports, when the exchange does become available, payment for old imports should have priority over payment for new orders or at least a fair share of the total available exchange.

Spain Imports 25% Less U. S. Pictures

WASHINGTON, Jan. 8.—Sixty-one U. S. films were released in Spain during the first 10 months of 1950, about 25 per cent less than the total number released in the same 1949 period, the U. S. Commerce Department reports.

Film chief Nathan D. Golden said that "despite the reduced number of releases, estimated gross receipts of U. S. pictures continue to hold supremacy by a wide margin, and total income is not far behind the previous year's figures. It is estimated that U. S. films account for 65 per cent of gross receipts in Madrid and about 60 per cent in Barcelona."

The Commerce report estimated there are 3,950 theatres operating in Spain, with a total seating capacity slightly in excess of 2,000,000. It said that Madrid and Barcelona theatres account for more than 50 per cent of the estimated gross income of all Spanish theatres.

Five new theatres are now under construction in Bilbao, a local record.

Halt Films to Malta

LONDON, Jan. 8.—The Kinematograph Renters Society has stopped shipments of all films, American and British, to Malta following imposition of a duty of three pence per foot on all imported films.

French Quota Views Vary

By HENRY KAHN

PARIS, Jan. 5 (By Airmail).—Several Paris offices of American motion picture distributors are understood to be opposed to any changes in the present import quota system and considerable differences exist in their point of view and that of their home offices in New York. It is felt that, should the U. S. send 50 or 100 more films a year to France, they could not be accommodated.

One prominent exhibitor here said the French liked their own films and would still go to see them. He added that the public also liked certain American stars and the better type of American product, but there is not enough demand, however, to fit in an additional 100 pictures, the majority of which could not be "class" pictures.

Authority in Dewey Measure: Smakwitz

ALBANY, Jan. 8.—The bill introduced today to increase Governor Dewey's emergency powers would give the defense council "the greatest authority ever vested in a state agency and would be comparable to that exercised in martial laws, except that actions are reviewable in courts," Charles A. Smakwitz, Warner Brothers zone manager here, declared.

Smakwitz, when asked to comment on Dewey's call for enactment of sweeping state civil defense laws to cope with threatened atomic attacks, said that theatres, like all other businesses, "would naturally close if there were bombings in their particular area," but he favored keeping houses in operation at all times "as a morale builder." He said theatres were ideal places to present defense messages and transmit directions.

New London Debut Today for 'Pacific'

Special trains carrying representatives of press and radio will leave New York and Boston this morning for the U. S. Naval Submarine Base at New London, Conn., where the world premiere of Warners' "Operation Pacific" will be held today.

The visitors to the base, who will attend the premiere with a group of the Navy's most decorated submarine heroes, will be taken on a tour of the base facilities before the screening. Capt. Charles O. Triebel, U.S.N., commanding officer of the base, will be host to the premiere party.

Plan Las Vegas 'Break-in' Theatre

LAS VEGAS, Nev., Jan. 8.—A group of key Nevada business men, sparked by Murray Wollman, realtor, and Charles Schnee, M-G-M scenarist, have joined forces to underwrite construction of a legitimate theatre on Fremont Street, Las Vegas' main stem. Through Schnee's New York stage connections, the group hopes to break in new plays here and book top Broadway hits for extended runs.

142 Theatres in P. R.

WASHINGTON, Jan. 8.—There were 142 theatres in Puerto Rico in 1948, with receipts of $3,497,800, the Census Bureau reported.

"News is a very perishable commodity . . ."

The Oregonian

ESTABLISHED 1850

DAILY AND SUNDAY — PORTLAND 5, OREGON

January 2, 1951.

Dear Mr. Kann:

News is a very perishable commodity and the faster it can be rushed to market so much the better for the consumer.

Your air mail edition of "Motion Picture Daily" is satisying a great need in supplying industry information to persons vitally interested while the information is still news.

Almanacs serve their purpose but a daily newspaper is of far more current interest. Just so with the air mail issues of "Motion Picture Daily." The edition brings us only hours away from headquarters.

In these times of rapid changes, quick decisions and an ever-changing pattern in the motion picture industry, as well as in national and international trends, it is important that we are advised as quickly as possible of what is happening.

Your air mail edition is extremely valuable to those of us in the Northwest corner of these United States. I, for one, certainly hope it keeps flying into this office.

Sincerely yours,

Herb Larson,

Drama Editor,
The Oregonian.



Loew's Net

(*Continued from page* 1)

to rates recently fixed by the Internal Revenue Bureau. The net for the corresponding period last year was $1,652,649, including $697,230 profit after taxes realized from the sale of capital assets.

The latest annual figure is equivalent to $1.53 per share of common, against $1.31 the previous year. The latest 12-week figure is equivalent to 39 cents per share, compared with 32 cents per share last year.

Loew's share of net income of partly owned subsidiaries not distributed as dividends to the parent company amounted to $247,118 in 1950 compared with $725,581 the previous fiscal year.

On Jan. 3, MOTION PICTURE DAILY reported that the net income of Loew's consolidated foreign subsidiaries for the last fiscal year total $879,163, representing a drop of $427,108 from the $1,306,271 recorded for the prior fiscal year.

The report reveals that current and working assets at Aug. 31, 1950, totaled $114,161,876 compared with $116,299,820 for the previous fiscal year, while current liabilities totaled $24,967,018 compared with $22,965,982.

Cash assets are listed in the annual report at $22,528,036, including $3,425,860 cash in foreign countries, of which $2,215,917 has since been received in the U. S.

Provision for federal income taxes covering the last fiscal year amounted to $4,753,557, compared with $4,043,605 for the prior year. Reserved for taxes out of revenue for the 12-week period was $786,496, as against $609,711 for the corresponding period of the preceding year.

Consolidated profit and loss statement lists for the last fiscal year theatre receipts, rentals and sales of films, accessories and M-G-M records in the amount of $167,913,312, as against $170,542,120 for the prior year.

Rationing

(*Continued from page* 1)

equipment, and the adequacy of present production facilities and the problems that will come up should expansion of these facilities be necessary.

Oscar F. Neu, president of the Theatre Equipment Supply Manufacturers Association and one of the industry officials who will attend the meeting, said he thought equipment dealers had just about given up any hope for easing of the government's construction limitation order.

Neu said he expected the industry officials Wednesday to stress the tight situation they are facing due to shortages of steel, copper and other materials and the need for government aid to get some of these for the equipment industry.

"All our materials are beginning to get critical," Neu said. "There's no telling what will happen if we don't get some help soon."

Induct Levy Tomorrow

HARTFORD, Jan. 8. — Herman M. Levy, Theatre Owners of America, general counsel, and executive secretary of Motion Picture Theatre Owners of Connecticut, will be inducted as the new Chief Barker of Tent 31, Variety Club of Connecticut, at installation ceremonies Wednesday at Racebrook Country Club, Orange, Conn.

Truman Speech on Mpls. Theatre TV

Minneapolis, Jan. 8.—President Truman's "State of the Union" speech launched theatre television in this city today as the Radio City Theatre, first house to be equipped with large-screen TV equipment, televised the event.

Harry B. French, president of Minnesota Amusement, operator of the Radio City, invited a number of civic officials to attend the showing.

Truman Speech

(*Continued from page* 1)

he didn't say how large an increase or where the new money would come from. Similarly, he asked for "revision and extension of the authority to stabilize prices and wages," but didn't specify just what revisions would be asked. Film industry admissions and rentals are now exempt from price control, and there is some confusion as to whether film industry wages are or should be similarly exempt.

An expected request for "extension and revision of the Selective Service Act" will probably mean further manpower troubles eventually for the film industry.

The President said he would go into more detail in his economic message, due later this week; in the budget message, due next Monday; and in special messages to be sent to Congress from time to time on the national crisis.

In Boston, at Pinanski's Pilgrim theatre, some 1,000 patrons saw the President on the theatre's large-screen television yesterday. Nine other houses in five states carried the talk. Five in New York were Fabian's Fox and Century's Marine in Brooklyn; Century's Queens, Queens Village; and the Paramount and RKO Fordham in Manhattan. Other houses were Fabian's Palace, Albany; the Michigan, Detroit; State Lake, Chicago; and Radio City, Minneapolis.

'Tomahawk' Set for Chicago, 200 Cities

Universal - International's "Tomahawk," in Technicolor, will have its world premiere at the Chicago Theatre, Chicago, on Jan. 26th, the company has announced.

It will open immediately after in more than 200 situations out of the Boston, Buffalo, Cleveland, Detroit, New Haven, Philadelphia and Washington exchanges, backed by special full-page Sunday newspaper advertising campaigns in the key cities concerned, tieing in all dates in the territories.

Van Heflin star of the film will participate in the world premiere campaign in Chicago and then make personal appearances to help launch the openings in the various territories. Susan Cabot and Alex Nichol, featured in the picture, will tour the subkey cities.

Harry A. Flinn Dead

BEREA, O., Jan. 8.—Harry A Flinn, co-owner of the Berea Theatre, died in Berea Community Hospital last Wednesday following a long illness. His widow, a son and a daughter survive.

Set Tour of Stars For 'Mono. Week'

Monogram is completing plans to send five of its contract stars on flying trips to 52 key cities for personal appearances during national Monogram week, Feb. 11-17.

Whip Wilson will make 12 appearances in the South, Johnny Mack Brown is set for a like number of appearances in the Northeastern states; Leo Gorcey will make 12 appearances in the Pacific Northwest, and Kirby Grant is scheduled for a dozen appearances in the Midwest and Southwest. Jane Nigh, after making three Pacific Coast city visits, will fly to New York for contacts with exhibitors there.

Brown, Veteran News Cameraman, Is Dead

WASHINGTON, Jan. 8. — Funeral services for J. C. Brown, 53, for the past 25 years manager of the Washington bureau of Hearst Metrotone News, will be held here tomorrow at the Dan Dansky Funeral Parlor.

Brown, who died Sunday, was known as the dean of newsreel photographers in the national capital. He was a past president of the White House news photographers, a member of the National Press Club and the National Press Photographers Association. He is survived by the widow, Belle Fenstock Brown.

Coast Services Held For Don Hancock, 62

HOLLYWOOD, Jan. 8.—Funeral services were held today in North Hollywood for Don Hancock, 62, veteran producer-writer-director who died Friday following a heart attack at his home here.

London born, Hancock had been identified in New York with *The Film Daily* editorial staff, with Topics of the Day, the Van Beuren Corp., the Fox Newsreel, and other pioneer short subjects companies, and had been production manager since 1937 of Castle Films, now a division of Universal. A sister, Mrs. George Talfer of Toronto survives.

Urbach, Trade Paper Representative, Dies

HOLLYWOOD, Jan. 8.—Funeral services will be held tomorrow morning at Willen Mortuary for Larry Urbach, 57, who died Sunday at his home here following a heart attack. A veteran trade paper representative, Urbach joined *Moving Picture World* in New York in 1918, coming West for that paper in 1925 and working subsequently for *Motion Picture News, Exhibitors Herald, Daily Variety, Hollywood Reporter,* and other periodicals. He was *Film Daily* representative here for the past 18 months. A widow, two sons, a brother and two sisters survive.

Geo. Degnon Services

Funeral services for George Degnon, formerly with RKO as a field exploiteer, were held yesterday at the Murphy Funeral Chapel at Newark, N. J.

'Cyrano' in Memphis

Stanley Kramer's "Cyrano de Bergerac" has been booked by United Artists into the Ritz Theatre, Memphis, for an early February opening.

NY Grosses

(*Continued from page* 1)

a more than satisfactory $120,000 coming in during a fifth week. The film will hold for a sixth week, with "The Magnificent Yankee" coming in on Jan. 18. The Nativity pageant on stage closes Jan. 14.

At the Paramount, "Mr. Music" is concluding an outstanding run with a substantial $53,000 expected for the last lap of a three-week stand, which has Louis Prima's band on stage. "Branded" opens tomorrow.

"Lone Song" Healthy

"Pagan Love Song" at the Capitol took in $61,981 for its second week, a healthy sum, and will bow out on Thursday in favor of "Grounds for Marriage." "West Point Story" is concluding its run at the Strand with $30,000 due for a third week. "Dallas" opens on Friday.

"Where Danger Lives" is ending a two-week run at the Criterion with $15,000 for the week—a satisfactory figure. "Operation Disaster" opens Saturday. "Vendetta" at the Globe is doing well, with a $16,500 second week being followed by $13,500 in prospect for the third. "The Milkman" at the Mayfair is ending a mild two weeks with $11,000 in sight for the last. "The Sun Sets at Dawn" comes in there on Saturday.

"Mudlark" Holds Up

"The Mudlark" is holding up well at the Rivoli, where $21,000 is expected for the third week. The two-a-day performances of "Cyrano de Bergerac" at the Bijou are still drawing strongly, with $13,000 expected for a ninth week. "Trio" at the Sutton is still making money with $10,000 expected for a 14th week. At the Trans Lux 52nd St., "Seven Days to Noon" is expected to draw another $17,000 through the turnstiles.

"Stars in My Crown" slipped back to $3,400 in its third and last week at the Park Avenue. "The Blue Lamp" opened there last night with a benefit premiere for the Police Athletic League.

$65,000 for Red Skelton At B. & K.'s Chicago

CHICAGO, Jan. 8. — Balaban and Katz' Chicago Theatre will take in about $65,000 during Red Skelton's one-week personal appearance, company officials estimate. The screen star has been playing to packed houses since his opening on Friday, but no house records have been set.

Alexandria Theatre Damaged by Storm

ALEXANDRIA, La., Jan. 8. — The Paramount Theatre here was ordered evacuated at the weekend by Mayor Close when the rear brick wall showed signs of weakness after being lashed by storm winds of 60 miles per hour velocity. The violent storm and rain which struck the city lasted 15 minutes. Extensive damage was reported to other buildings in the city, which began tallying the cost of repairs.

NBC Signs Billy Rose

Billy Rose, Broadway showman, has been signed by the National Broadcasting Co. to a two-year contract as consultant to the television network, Joseph H. McConnell, president, announced.

FROM THE
MOTION PICTURE HERALD
JAN. 6, 1951

The Steel Helmet

Lippert—The Korean War

Lippert Productions and writer-producer-director Samuel Fuller herewith make a liar out of the trade tradition that great war pictures reach the screen only long after the war is over. This is a great war picture going out to the public while the conflict it deals with still rages. It splendidly conveys to that public the nature of that conflict, in detail and in sum, fully and without frenzy. It is more dynamic than a documentary, more authentic than 99 per cent of the fiction films founded on fact, and it is more, rather than less, powerfully effective because its cast contains no overwhelming stars to obstruct or distort the script or tip off its ending. The picture is a cinch to build attendance as it plays, and to build very big indeed.

Fuller, who learned his fighting lessons the hardest way, set out here to depict the Korean fighting explicitly, authoritatively and without exaggeration in either direction. His information is official, his research is thorough, and he took his production to Washington for inspection by the War Department, which okayed it with enthusiasm as a veracious representation of its subject. Yet his picture bears no high-flown forewords or footnotes, and makes no bid for consideration as other than what it is, a strictly professional production for commercial exhibition. He brings his players on without pretentious prelude, they establish their identities and characters by deed and word, and as the camera closes on the survivors the legend, "There Is No End to This Story" appears where "The End" appears on other films. (It is in key with this thought, and incidentally a distinct advantage with respect to the enduring timeliness of the attraction, that no calendar dates and no specific cities, but only the terms Korea and Manchuria, are stipulated.)

The film opens on a closeup of the steel helmet from which it derives its title. The helmet, with a hole in it, is worn by a sergeant, his hands tied behind him, who has been left for dead by Reds who have machine-gunned him and his company. He is untied by a Korean lad who follows along when the sergeant sets off through the mists in search of his army. A World War II veteran, the sergeant meets first a lone medic and then a platoon floundering in its search for a pagan temple sought for use as an observation post. Outshooting enemy snipers, he leads the platoon to the temple and takes it over, setting up radio communication with the main body of troops, but a North Korean major secreted in the temple murders one of his comrades and, when captured, turns out to have signalled the platoon's presence to the enemy, which advances on the position in strength.

The sergeant violates military code by shooting down the prisoner of war after a sniper has slain the Korean boy, and the platoon commander tells him he will turn him in for this offense if it takes him 20 years to do so. But the enemy charges the temple and all but four of the company, including the officer, are killed before the artillery comes up and rescues the four. The story ends with the sergeant placing his helmet on the grave of the dead officer, who previously has asked him to exchange headgear as a mark of mutual respect, and trudges off, presumptively to report himself guilty of the illegal killing.

It is not a story to be read in synopsis. It is a screen story in the total sense of that term, far richer in performance than it can be in narration. The picture is, in the fullest and best meaning of the phrase, a motion picture.

Gene Evans, until now a minor bit player, gives a performance as the sergeant that brings up old memories of the late Louis Wolheim. His sergeant is seasoned, earnest, earthy and practical, but most of all just plain real. Neither the sergeant nor any of the others mouth heroic or vainglorious declarations, and neither do they grouse. They portray fighting men as fighting men are, doing their job as best they can. All rate praise for their handling of their roles. There are no women in the cast.

William Berke assisted Fuller as associate producer, and Ernest W. Miller contributed some of the best photography witnessed on the screen in a long time.

Previewed in Encino, Calif., to a trade press group which didn't disturb the projection room quiet by so much as a word of comment or the lighting of a cigaret during the screening. Reviewer's Rating: Excellent.—WILLIAM R. WEAVER.

Release date, February 2, 1951. Running time, 84 minutes. PCA No. 14901. General audience classification.

Sergeant Zach.....Gene Evans
Private Browne.....Robert Hutton
Steve Brodie, James Edwards, Richard Loo, Sid Melton, Richard Monahan, William Chum, Harold Fong, Neyle Morrow, Lynn Stallmaster.

THEY'RE GRABBING IT!

NEW YORK - LOEW'S STATE

CHICAGO - B & K's ROOSEVELT

SAN FRANCISCO - FWC's FOX

TEXAS - INTERSTATE

NEW ORLEANS - PARAMOUNT

YOUR BOX OFFICE TOPPER FROM LIPPERT

Netter Named Altec General Sales Head

L. D. Netter, Jr. has been appointed general sales manager of Altec Service Corp., H. M. Bessey, executive vice - president announced yesterday.



L. D. Netter, Jr.

In addition to his duities with the service company, Netter will be responsible for product sales made by the service company as manufacturer's representative of Altec Lansing Corp.

Netter joined Altec in a sales capacity in November, 1947, and has just completed heading the company's national three months' sales drive for Altec's 13th anniversary. Prior to joining Altec, Netter was connected with Eagle-Lion and spent four years in the Navy.

NCA 'Rental'

(*Continued from page* 1)

ecutive counsel, Ted Mann and Ernie Peaslee. The latter is due here tomorrow from his home at Stillwater, Minn.

First of the meetings will be held tomorrw morning with Robert Mochrie, RKO sales head, and will be followed by a meeting with Charles J. Feldman, Universal domestic sales manager, in the afternoon.

On Thursday, M-G-M will confer with the group. William F. Rodgers, M-G-M sales vice-president, is in Florida and the company will be represented by Charles Reagan, E. M. Saunders and Henderson M. Richey. An earlier date was postponed as Richey is out of town.

A. W. Smith, Jr., 20th Century-Fox sales vice-president, will meet with the group on Friday morning. A. W. Schwalberg, head of Paramount distribution, is on the Coast, but it is expected that he will return in time to also confer with the group on Friday.

A date with Columbia was still tentative yesterday, as A. Montague, company sales head, was planning to leave town last night or today. He, too, may return in time for a meeting. Ben Kalmenson, Warner distribution chief, is out of town and the NCA group was not certain that a meeting with Warner representatives would be held.

Kane has an appointment with Arthur Mayer, Council of Motion Picture Organizations' executive vice-president, for today.

Davis Named MPEA Assistant in Japan

Harry Davis, for the past 14 years manager for Republic and then for RKO Radio in countries of Central and South America, has been appointed assistant general manager of the Motion Picture Export Association's organization in Japan, Irving Maas, MPEA vice-president and general manager, announced yesterday.

Davis will fly from New York today for Tokyo where he will report to Charles Mayer, MPEA managing director in that country.

Republic Sales Meet Opens in 'Frisco

San Francisco, Jan. 8.—James R. Grainger, Republic distribution vice-president, presided today over the first session of a two-day sales meeting being held here.

Branch managers from the following cities are attending: Jack Dowd, Los Angeles; George Mitchell, San Francisco; Gene Gerbase, Denver; Thomas McMahon, Salt Lake City; Jack C. Partin, Portland, and Paul McElhinney, Seattle.

Edward L. Walton, assistant general sales manager, is present and will also attend a sales meeting in Chicago scheduled for Saturday and Sunday, which the following branch managers will attend: Nat E. Steinberg, St. Louis; R. F. Withers, Kansas City; Harry Lefholtz, Omaha; Paul Webster, Des Moines; J. E. Loeffler, Minneapolis; Jack G. Frackman, Milwaukee; A. H. Fischer, Chicago and Bernard Brager, Indianapolis.

Republic to Release James Mason Film

Republic will release "A Lady Possessed," first of a series to be made by James Mason under the aegis of his own company, Portland Pictures, it is announced here. The picture, based on a novel by Mason's wife, Pamela Kellino, will be filmed at the Republic studio.

A portion of the picture, which costars Mason, June Havoc and features Miss Kellino, has already been shot in England under the direction of Roy Kellino, who has returned to the U. S. to complete the direction. William Spier will collaborate in the direction.

Kamber Named ELC New Publicity Head

Bernard M. Kamber has been appointed publicity and promotion manager for Eagle Lion Classics, it was announced here yesterday by Howard LeSieur, director of advertising-publicity. Stephen Strassberg resigned as publicity manager last weekend.

Kamber, who recently resigned as Eastern advertising-publicity representative for Harry M. Popkin Productions, has worked in similar capacity for other independent producers. He was at one time head of the special events department of United Artists and held publicity management posts in connection with government bond drives in the last war.

RTMA to Meet Here

Washington, Jan. 8.—The seventh annual industrial relations conference of the Radio-Television Manufacturers Association will be held Jan. 17-18 at Hotel Statler, New York. The theme of this year's conference will be "Industrial Relations Problems in a Mobilizing Economy."

Scroll Presented To B. O. Champion



JOHN WAYNE, voted the top "Money-Making Star of 1950" by exhibitors in the annual* Motion Picture Herald-Fame *poll, was presented with the winner's scroll by Louella O. Parsons on her popular ABC network radio program on Sunday night, Jan. 7, in Hollywood.

'Miracle'

(*Continued from page* 1)

would be remiss in his duty if he failed to stop any "attack" on the religious belief of New Yorkers.

On Sunday, Francis Cardinal Spellman called on every Roman Catholic in the U. S. to boycott the picture, which Commissioner McCaffrey a few weeks ago termed "blasphemous." Last weekend New York Supreme Court Justice Aron Steuer granted distributor Joseph Burstyn's request for a temporary injunction to restrain McCaffrey from banning "The Miracle" from exhibition at the Paris.

Auxiliary Bishop Joseph F. Flannelly, administrator of St. Patrick's Cathedral, who read the Cardinal's statement at all masses on Sunday, indicated later that the Catholic Welfare Conference of the State would ask the Legislature to strengthen the state's censorship laws.

Sunday afternoon members of the Catholic War Veterans and other organizations of Catholic men began picketing the Paris, where the controversial film is part of a program entitled "Ways of Love."

Sponsored Television Seen Coming in U. K.

London, Jan. 8.—Pronounced though unconfirmable rumors current here are that the Beveridge Report due to be issued shortly will recommend a form of sponsored television in view of the government's manifest inability to sustain the vast capital expenditures involved in video.

Theatre Fronts Blacked Out in UK By Edict as Coal Crisis Worsens

London, Jan. 8.—Because of the grave fuel crisis here, the government has issued an order forbidding use of electricity for any form of external advertising, which means the theatres' exteriors are to go completely dark, a condition reminiscent of the disastrous days of the 1947 coal shortage.

All theatres are hit by the order, but the American West End showcases are particularly unfortunate in this respect. Recently, M-G-M and RKO spent large sums for the installation of elaborate neon displays at their respective theatres.

Casmassine, Talbot Win RKO Top Prizes

First prize winners in RKO Theatres' "Boost Your Business" contest were Rocque Casmassine of the RKO Regent here and A. H. Talbot, manager of the RKO Iowa, Cedar Rapids, Ia., William W. Howard, vice-president of RKO Theatres, announced yesterday. Checks totaling $3,750 are on their way to the winners, he added.

Second prize winners for the "best combined ratio of profit-gross-attendance of 1950 against the same period of 1949" were awarded to manager John J. Thompson, RKO Franklin, the Bronx, and managers Grant A. Martin and Marshall Addis of the RKO Virginia and Orpheum theatres, Champaign, Va., shared the second prize in the out-of-town group.

The other winners are as follows:

Greatest number of campaigns: Clayton Pruitt, Coliseum, New York; William Hastings, Orpheum, Denver; Best individual showmanship effort: Morris Rochelle, Strand, Far Rockaway, N. Y.; Lawrence Caplane, Brandeis, Omaha; Greatest number theatre parties: Myron Feltheimer, Orpheum, Brooklyn, N. Y.; Florence Kipp, Paramount, Cincinnati.

Best contribution from an asssistant manager: Albert Murray, Coliseum, New York; Randall W. McIlvaine, Brandeis, Omaha; Best contribution from a publicity man: Ray Malone, New York home office; Nate Wise, Albee, Cincinnati; Best contribution from a service staff as a group: Coliseum, Orpheum, Dubuque; Best contribution from home office employes: first prize, Elizabeth Laus, second, Rita Brodbeck, third, Eurega Eloy David; Best public relations contribution: Harold Daly, Proctor's, Yonkers; Jerry Bloedow, Orpheum, Des Moines; Best job on vending: Edward Force, Bushwick, Brooklyn, N. Y.; Harry Simons, Grand, Columbia.

Best maintained theatre: Irving Gold, 86th Street, New York; Max Mink, Palace, Cleveland: Greatest economy of operation: Morris Rochelle, Columbia and Strand, Far Rockaway, N. Y.; Ansel Winston, Palace, Chicago; Best special kiddie matinee show: Clayton Pruitt, Coliseum, New York; Milton Troehler, Orpheum, Davenport; Best special midnight show: Irving Gold, 86th Street, New York; Jerry Baker, Palace, Rochester; Best merchant tie-up: Katheryn DeMilo, Colonial, New York; and Division manager whose theatres and employes won the greatest number of prizes: Michael Edelstein, New York.

ELC Denies Sale of 19 Films to WGN-TV

Denial that Eagle Lion Classics has sold 19 of its comparatively recent features and Westerns to television station WGN-TV, Chicago, as announced by the latter last Thursday, was made here yesterday by William J. Heineman, ELC vice-president in charge of distribution.

Heineman said that a deal for sale of the 19 pictures to two individuals, whom he said he was not at liberty to identify, had been discussed but has not been closed. The deal would comprise an outright sale of the films and all rights to them, including television.

A spokesman for Flamingo Films here yesterday confirmed that the company had contracted with television station WGN-TV, Chicago, for the showing of a group of 19 films formerly owned by Eagle Lion. He said that Flamingo now owns all rights.

Three ELC Branches Shift Clerical Work

The accounting and administrative functions performed by the three Eagle Lion Classics branches at Memphis, Oklahoma City and Portland are being transferred to adjacent branches as of Jan. 21. William J. Heineman, sales vice-president, emphasized that the key sales forces and the shipping service will continue to function.

MOTION PICTURE DAILY'S BOOKING CHART

WEEK OF	COLUMBIA	EAGLE LION CLASSICS	M-G-M	MONO.	PARA.	REPUBLIC	RKO RADIO	20TH-FOX	U. A.	UNIV.-INT'L.	WARNERS	LIPPERT
Dec. 3	(Dec. Releases) THE KILLER THAT STALKED NEW YORK Evelyn Keyes Charles Korvin D—79 min. (Rev. 12/4/50)			FATHER'S WILD GAME Raymond Walburn C	(Dec. Releases) MR. MUSIC Bing Crosby Nancy Olson M-113 min. (Rev. 8/25/50)	UNDER MEXICALI STARS Rex Allen O—67 min. (Rev. 11/29/50)	(Reissue) TARZAN AND THE AMAZONS Johnny Weissmuller D—76 min. (Rev. 3/20/45) (Reissue) TARZAN AND THE LEOPARD WOMAN Johnny Weissmuller D—72 min. (Rev. 2/13/46)	(Dec. Releases) AMERICAN GUERRILLA IN THE PHILIPPINES (Color) Tyrone Power Micheline Prelle D—105 min. (Rev. 11/8/50) FOR HEAVEN'S SAKE Clifton Webb Joan Bennett C—92 min. (Rev. 12/1/50)	(Gloria Films) THREE HUSBANDS Eve Arden Emlyn Williams C—78 min. (Rev. 11/9/50)	(Dec. Releases) UNDERCOVER GIRL Alexis Smith Scott Brady O—83 min. (Rev. 11/1/50) MYSTERY SUBMARINE Macdonald Carey Marta Toren D—78 min. (Rev. 11/24/50)	WEST POINT STORY James Cagney Virginia Mayo MC—107 min. (Rev. 11/14/50)	
Dec. 10	HE'S A COCKEYED WONDER Mickey Rooney C—77 min. (Rev. 10/23/50) THE TOUGHER THEY COME Preston Foster Wayne Morris D—69 min. (Rev. 11/21/50)	CATTLE QUEEN Maria Hart O	MRS. O'MALLEY AND MR. MALONE Marjorie Main James Whitmore C—69 min. (Rev. 11/3/50)	OUTLAWS OF TEXAS Whip Wilson O-58 min.		THE MISSOURIANS Monte Hale O—60 min. (Rev. 11/29/50)					BREAKTHROUGH David Brian John Agar D—91 min. (Rev. 10/31/50)	BANDIT QUEEN Barbara Britton Willard Parker D—68 min. (Rev. 11/28/50) (Release: 12/22/50)
Dec. 17	LIGHTNING GUNS Charles Starrett Smiley Burnette O—55 min. (Rev. 12/7/50)			CALL OF THE KLONDIKE Kirby Grant Chinook O		TRAIL OF ROBIN HOOD (Color) Roy Rogers Penny Edwards O—67 min. (Rev. 12/14/50) CALIFORNIA PASSAGE Forest Tucker Adele Mara O—90 min. (Rev. 12/15/50)						
Dec. 24	(Jan. Releases) STATE SECRET Doug. Fairbanks, Jr. Glynis Johns D—97 min. (Rev. 10/5/50)	WHITE HEATHER Ray Miland Patricia Roc D		(ALLIED ARTISTS) SHORT GRASS Rod Cameron O—82 min. (Rev. 12/4/50)			VENDETTA Faith Domergue D—84 min. (Rev. 11/22/50)					THREE DESPERATE MEN Preston Foster Virginia Grey D (Release: 1/12/51)
Dec. 31	THE FLYING MISSILE Glenn Ford Viveca Lindfors D—92 min. (Rev. 12/28/50) STAGE TO TUCSON (Color) Rod Cameron Wayne Morris O—82 min. (Rev. 12/15/50		PAGAN LOVE SONG (Color) Esther Williams Howard Keel MD—76 min. (Rev. 12/20/50)				THE COMPANY SHE KEEPS Lizabeth Scott Dennis O'Keefe D—83 min. (Rev. 12/19/50)					THE STEEL HELMET Gene Evans Steve Brodie D—84 min. (Rev. 1/3/51) (Release: 2/1/51)
Jan. 7	GASOLINE ALLEY Scotty Beckett C	(Jan. Releases) THE WICKED CITY Maria Montez Jean-Pierre Aumont D	WATCH THE BIRDIE Red Skelton C—70 min. (Rev. 11/24/50)	SIERRA PASSAGE Wayne Morris O—80 min. (Rev. 12/14/50)	(Jan. Releases) BRANDED (Color) Alan Ladd Mona Freeman O—95 min. (Rev. 11/15/50)			(Jan. Releases) THE MUDLARK Irene Dunne D—99 min. (Rev. 11/27/50)		(Jan. Releases) FRENCHIE (Color) Joel McCrea Shelley Winters D—81 min. (Rev. 11/30/50)	DALLAS (Color) Gary Cooper Ruth Roman O—94 min. (Rev. 11/21/50)	
Jan. 14	GENE AUTRY AND THE MOUNTIES Gene Autry O PRAIRIE ROUNDUP Charles Starrett Smiley Burnette O—53 min.	MR. UNIVERSE Jack Carson Bert Lahr C KOREA PATROL Richard Emory Teri Duna D—57 min. (Rev. 12/28/50)	GROUNDS FOR MARRIAGE Van Johnson Kathryn Grayson C-91 min. (Rev. 12/12/50)	COLORADO AMBUSH Johnny Mack Brown O	THE GOLDBERGS Gertrude Berg CD—83 min. (Rev. 11/24/50) AT WAR WITH THE ARMY Dean Martin Jerry Lewis C—92 min. (Rev. 12/12/50)	PRIDE OF MARYLAND Peggy Stewart Stanley Clements D—60 min. (Rev. 1/8/51)	GAMBLING HOUSE Victor Mature Wm. Bendix D—80 min. (Rev. 12/22/50)	HALLS OF MONTEZUMA (Color) Richard Widmark D—113 min. (Rev. 12/11/50)	(Rob't Stillman Prods.) SOUND OF FURY Frank Lovejoy Lloyd Bridges D—90 min. (Rev. 12/6/50)	HARVEY James Stewart Josephine Hull C—104 min. (Rev. 11/13/50) UNDER THE GUN Richard Conte Audrey Totter D—84 min. (Rev. 12/15/50)	HIGHWAY 301 Steve Cochran Virginia Grey D—83 min. (Rev. 11/28/50)	
Jan. 21	(Feb. Releases) BORN YESTERDAY Judy Holliday Broderick Crawford C—103 min. (Rev. 11/17/50)	KIM (Color) Errol Flynn Dean Stockwell D—113 min. (Rev. 12/5/50)		BOWERY BATTALION Leo Gorcey C		BELLE LE GRAND John Carroll Vera Ralston D—90 min.		THE MAN WHO CHEATED HIMSELF Lee J. Cobb Jane Wyatt D—81 min. (Rev. 12/18/50)				
Jan. 28	OPERATION X Edward G. Robinson Peggy Cummins D-79 min. (Rev. 12/18/50) THE GLOBETROTTERS Thomas Gomez Dorothy Dandridge D	THE SUN SETS AT DAWN Sally Parr Philip Shawn D—71 min. (Rev. 11/9/50)		BLUE BLOOD (Color) Bill Williams Jane Nigh D		ROUGH RIDERS OF DURANGO Allan "Rocky" Lane O—60 min.					OPERATION PACIFIC John Wayne Patricia Neal D	
Feb. 4	MY TRUE STORY Helen Walker Willard Parker D COUNTERSPY MEETS SCOTLAND YARD Howard St. John Amanda Blake D—67 min. (Rev. 11/21/50)	(Feb. Releases) VOLCANO Anna Magnani D THEY WERE NOT DIVIDED Edward Underdown D	THE MAGNIFICENT YANKEE Louis Calhern Ann Harding D—89 min. (Rev. 11/15/50)	ABILENE TRAIL Whip Wilson O	(Feb. Releases) THE GREAT MISSOURI RAID (Color) Wendell Corey Macdonald Carey D—85 min. (Rev. 12/1/50) SEPTEMBER AFFAIR Joan Fontaine Joseph Cotten D—104 min. (Rev. 10/11/50)		PAYMENT ON DEMAND Bette Davis Barry Sullivan D	(Feb. Releases) CALL ME MISTER (Color) Betty Grable Dan Dailey MC I'D CLIMB THE HIGHEST MOUNTAIN (Color) Susan Hayward William Lundigan D (Edw. Alperson Prods.) SWORD OF MONTE CRISTO (Color) George Montgomery Paula Corday D		(Feb. Releases) OPERATION DISASTER John Mills D—100 min. TOMAHAWK (Color) Van Heflin Yvonne De Carlo O—82 min. (Rev. 1/8/51)		
Feb. 11	RIDING THE OUTLAW TRAIL Charles Starrett Smiley Burnette O—55 min.		VENGEANCE VALLEY (Color) Burt Lancaster Robert Walker O—83 min.	RHYTHM INN Jane Frazee M			CRY DANGER Dick Powell Rhonda Fleming D				STORM WARNING Ginger Rogers Ronald Reagan D—93 min. (Rev. 12/6/50)	

(Dates Are Based on National Release Schedules and Are Subject to Change. Letters Denote the Following: (D) Drama. (M) Musical. (C) Comedy. (O) Outdoor Action. Production Numbers Are in Parentheses. (Rev.) Motion Picture Daily Review Date.)

THE MARINES HAVE LANDED IN NEW YORK AND LOS ANGELES AND THE SITUATIONS ARE TERRIFIC!

HALLS OF MONTEZUMA



There's No Business Like 20th CENTURY-FOX *Business!*

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 69. NO. 7 NEW YORK, U. S. A., WEDNESDAY, JANUARY 10, 1951 TEN CENTS

Change Due in Distribution Of Rank Films

Joint Production Deals Would Set New Outlets

A complete change in the American distribution system for future J. Arthur Rank productions is forecast in trade circles here in consequence of Rank's increasing reliance on joint production in England with American companies.

Under the reciprocal production deals which Rank is endeavoring to work out, American distribution rights in virtually all instances will go to the American companies which enter into production partnerships with him in England, it is pointed out.

The development, as a natural consequence of the playing off of Rank's old pictures, made by his own producing companies, and the virtual elimination of further production on his own, will mean that his established distributors here, Universal and Eagle Lion Classics, will handle progressively less

(*Continued on page* 3)

Regents Action on 'Miracle' Jan. 18

ALBANY, Jan. 9.—A discussion of the controversial film, "The Miracle," is expected to be taken up here by the New York State Board of Regents at a meeting Jan. 18-19.

The state granted a license to the picture, against which meanwhile the New York City License Department, the National Legion of Decency, the Catholic War Veterans, Assemblyman Samuel Roman, Francis Cardinal Spellman and other individuals and organizations have lined up. Charges leveled against the picture are that it

(*Continued on page* 3)

Ted Lazarus Gets Eagle Lion Ad Post

The appointment of Ted Lazarus as advertising manager of Eagle Lion Classics, replacing Jonas Arnold, who resigned this week, was announced yesterday by Howard LeSieur, director of advertising and publicity.

Lazarus, who will assume his duties on January 22, is now associated with the Donahue & Coe Advertising Agency as an account executive handling motion picture accounts.

20th-Fox Releases 10, Five in Color, For First Quarter

Andy W. Smith, Jr., 20th Century-Fox distribution vice-president, disclosed here yesterday that the company will release 10 new pictures in the first quarter of this year. Five of them will be in color.

The announcement is in conformity with a set policy calling for at least three "quality releases" a month, he said.

Three of the films were produced by independents for 20th Century-Fox release.

Slated to go out to theatres in January are: "The Man Who Cheated Himself," "Halls of Montezuma" (Technicolor), and "The Mudlark." February will bring "Call Me Mister" (Technicolor), "I'd Climb the Highest Mountain" (Technicolor), and "Sword of Monte Cristo" (Supercinecolor). March releases: "The Thirteenth Letter," "Lucky Nick Cain," "Bird of Paradise" (Technicolor) and "Of Men and Music."

Dembow Sues Reade Over RKO Deal

Walter Reade, Sr., Walter Reade, Jr., Gertrude Reade and Long Park, Inc., yesterday were named defendants in a $50,000 breach-of-contract action filed in U. S. District Court here by Sam Dembow, Jr.

Dembow's complaint charges the defendants failed to pay him for employment services rendered last year in connection with the then projected sale of Trenton-New Brunswick properties to RKO Theatres.

Plaintiff states he was employed to negotiate for the sale of 250 Reade-Long Park shares for $1,250,000 to RKO, with Denbow to receive five per cent commission, or $50,000, for negotiation of the sale. Dembow

(*Continued on page* 3)

East - West Meeting Planned for Feb.

A meeting of East and West Coast industry leaders will be held in mid-February at a Western site to be decided upon after canvassing the availability of those sought for the meeting, it was stated following the Motion Picture Association of America board meeting here yesterday.

The meeting, originally planned for Phoenix, Ariz., in early December, was postponed because several company presidents were unable to attend.

Equipment Sales To Canada Up

WASHINGTON, Jan. 9.—A tremendous post-war theatre building spree in Canada has helped develop an extremely satisfactory market there for U. S. theatre equipment, the Commerce Department said today.

Film chief Nathan D. Golden reported that with the ending of the World War II building controls in 1946, Canadian exhibitors began an unprecedented building program, with 471 new theatres opening between the beginning of 1946 and October 1950, another 131 under construction and 126 more in the planning stage. All this has helped the equipment business, with 1950 being a very good year and an equally favorable market forecast for 1951, providing materials remain available.

U. S. equipment predominates, but there has been a trend toward more Canadian manufacturing of less specialized machinery and increased competition from Great Britain, largely as a result of preferential tariff treatment. The British now have about 15% of the Canadian market for equipment, Golden estimates.

Sindlinger Offers Ad Directors Radio, TV Programs to Boost Theatre Business

Plans for specialized radio and television programs designed to stimulate the nation's box offices are scheduled to be presented to the Eastern advertising-publicity directors' committee here in the near future by Al Sindlinger, public opinion research executive.

An outline of the plans conceived by Sindlinger had been scheduled for presentation to the committee at a luncheon at the Harvard Club here yesterday but had to be postponed because Sindlinger is in Chicago making an observation of the Phonevision experiment there for Paramount Pictures and was unable to leave.

Indications are the advertising-publicity directors' committee will schedule another meeting later or will ask Sindlinger to submit his plans in writing.

MPAA Refers 'Oliver Twist' Back to PCA

Ask Reconsideration Of Code Seal Denial

The board of directors of the Motion Picture Association of America, after hearing Eagle Lion Classics' appeal yesterday from the Production Code Administration ruling denying "Oliver Twist" a code seal, recommended that another print of the picture be referred back to Joseph I. Breen, code administrator, for reconsideration.

William C. MacMillen, ECL president, who argued his company's appeal at the MPAA board meeting here yesterday, said he would have a print shipped to Breen in Hollywood immediately.

The board's action in referring the picture back to Breen for reconsideration included the possibility that with deletions it might qualify for a PCA seal. It had been denied a seal because, in the opinion of the code administrators, it violated the Production Code ruling prohibiting ridicule of

(*Continued on page* 3)

Okla. TOA Meet Set for March 18

OKLAHOMA CITY, Jan. 9.—The annual convention of the Theatre Owners of Oklahoma has been tentatively set for March 18 at the Biltmore Hotel here, it was announced by Morris Loewenstein, president, following a board of directors meeting today.

The board meeting was attended by a number of members in addition to the directors and a discussion of several statewide problems headed the agenda, according to Loewenstein. A similar meeting is planned for Feb. 5 in this city.

FTC Ad Film Order Appealed By Four

WASHINGTON, Jan. 9.—The four advertising film companies which were ordered by the Federal Trade Commission to end all exclusive screening contracts running for more than a year have all appealed to Federal courts against the FTC order.

The Commission found that such contracts violated the anti-trust laws, although it said that exclusive screening contracts of less than a year were

(*Continued on page* 3)

Wisconsin Allied Meets Today

Milwaukee, Jan. 9.—Allied of Wisconsin will hold an old-time showmanship meeting tomorrow to formulate plans of re-winning lost audiences. Also to be discussed at the meeting at the Schroeder will be general problems confronting exhibitors in the city today. Co-chairmen are Jerry Goderskie, Airway Theatre, and Fred Krueger, Ogden Theatre.

NEWS in Brief . . .

ARTHUR H. DEBRA, director of the Motion Picture Association of America's community relations department, has left New York on a three-week tour of cities in the West and South to stimulate interest at the community level in the outstanding films currently coming out of Hollywood.

•

Buffalo, Jan. 9.—The *Evening News* has boosted its advertising rates for amusements from 55 cents to 65 cents a line for local ads and from 60 to 70 cents a line for national placements.

•

WASHINGTON, Jan. 9.—Senate Interstate Commerce Committee chairman Johnson (D., Colo.) said he is studying a Pentagon request for authority to halt radio and television broadcasting should an enemy attack on this country be imminent. He added that he hasn't yet decided whether to embody the request in a bill for action by his committee.

•

London, Jan. 9.—Film-editor Mike del Campo flew to New York from here with a print of 20th Century-Fox's "No Highway" to show Darryl F. Zanuck a full-edited and dubbed version with practically all dissolves inserted, following completion of shooting at Denham the evening of Jan 2.

•

The world permiere of Warner Bros.' "Operation Pacific" took place yesterday at the U. S. Naval Submarine Base in New London, Conn. More than 100 newspaper, magazine, wire service and radio representatives from New York and Boston attended the premiere program.

•

Richard F. Walsh, IATSE international president, yesterday denied a story published elsewhere, attributing to him the remark that projectionists' locals around the country are "for the most part, satisfied with their present scales and are not likely to be coming up with new demands."

•

A "for members only" business meeting has been scheduled by the Associated Motion Picture Advertisers for tomorrow at Trader Tom's Restaurant here, Harry K. McWilliams, president of AMPA, announced.

Personal Mention

JAMES R. GRAINGER, Republic executive vice-president in charge of sales and distribution, left San Francisco yesterday for Denver and Chicago. He is slated to return here Monday.

•

JOSEPH WALSH, head of branch operations for Paramount, is scheduled to return here today from a regional bookers' meeting tour which took him to Pittsburgh, New Orleans, Chicago and Los Angeles.

•

IRVING M. SOCHIN, sales head of U-I special films division, is slated to leave here today for a tour which will take him to Cincinnati, Indianapolis, Cleveland and St. Louis.

•

CLAUDE MORRIS, Sol Lesser Productions Eastern publicity representative, left here yesterday by plane for Miami on business.

•

MAURICE N. WOLF, M-G-M field exhibitor relations representative, is due to arrive here today from Boston.

ADOLPH ZUKOR, Paramount Pictures board chairman, and MRS. ZUKOR will observe their 54th wedding anniversary today.

•

HUGH OWEN, Paramount's Eastern and Southern division manager, is due to leave here today for Jacksonville, Fla., and Atlanta.

•

FRANCIS HARMON, Motion Picture Association vice-president, will remain in Florida another month or more to recuperate from his recent illness.

•

RANDALL M. WHITE, veteran publicist, is now with the Neumade Products Corp. here on a special assignment.

•

JOSEPH L. MANKIEWICZ is scheduled to arrive here from the Coast tomorrow for a stay of several weeks.

•

JACK MURPHY, manager for HAROLD LLOYD, is here from the Coast to set a future film deal for the actor.

Kramer-Katz Col. Talks Continuing

Negotiations looking to the closing of a deal for Columbia release of the new Stanley Kramer-Sam Katz producing company were "continuing" here yesterday.

Kramer and Katz have been meeting here since Monday with Columbia executives on distribution phases of the proposed alliance. They completed the production negotiations on the Coast last week with Harry Cohn, Columbia president.

Kramer will leave for the Coast tomorrow or Friday and Katz and his attorney will remain for the conclusion of the talks, expected some time next week.

Benjamin Denies UA 'Buy' Report

Coast reports that Robert Benjamin and Arthur Krim are participants in a syndicate interested in purchasing a 60 per cent ownership of United Artists were denied by Benjamin yesterday on his return here from Hollywood.

The reports, which had the UA board meeting on Jan. 17 to consider an offer, were described by Benjamin as "completely unfounded and ridiculous."

Compo Enlists Film Suppliers' Ad Aid

Arthur L. Mayer, executive vice-president of the Council of Motion Picture Organizations, has sent to nearly 1,000 manufacturers and distributors of products sold to the film industry a letter urging those companies to use their own advertising and stationery to promote attendance at motion picture theatres.

Suggested by Sam Rother of the Pacific Automatic Candy Co., the idea was sent to Mayer's office by L. S. Hamm of San Francisco, president of the California Theatres Association, Mayer said.

'Branded' Benefit For 'Dimes' Tonight

JACKSON, Tenn., Jan. 9.—Gov. Gordon Browning of Tennessee will head a delegation of state and civic leaders at tomorrow's March of Dimes' benefit showing of Paramount's "Branded" at the new Paramount Theatre here. He will welcome Mona Freeman, who appears in the film and has been touring in its behalf.

Heading the industry group tomorrow will be Jack Katz and Alec Thompson of the Tenarken Paramount Corp.; L. W. McClintock, Paramount branch manager in Memphis, and Robert M. Weitman, vice-president of United Paramount Theatres; Max Fellerman of the UPT executive staff, and Jerry Pickman, assistant national director of advertising and publicity of Paramount Pictures.

Wolfe Will Leave MPRC on Jan. 15

HOLLYWOOD, Jan. 9.—Wallace V. Wolfe, president of Motion Picture Research Council since 1946, today announced his resignation, effective Jan. 15.

Wolfe, long associated with RCA in a research capacity prior to entering the film industry, declined to reveal future plans immediately. William F. Kelley, assistant to Wolfe, will serve as the Research Council's executive officer, under committee supervision, pending a decision on Wolfe's replacement.

Services Today for Sam Buchwald, 42

Services will be held this morning at Riverside Memorial Chapel for Sam Buchwald, 42-year-old managing partner of Famous Studios, who died suddenly of a heart attack Monday night. Famous Studios, producer of "Popeye" and other animated cartoons for Paramount Pictures, will be closed today as a tribute to the deceased.

Newsreel Parade

PRESIDENT TRUMAN'S report to Congress and the fighting in Korea are highlighted in the current newsreels. Other items include sports, a remote-control lawn mower and human interest stories. Complete contents follow:

MOVIETONE NEWS, No. 4 — President Truman asks for unity against Russia. UN forces quit Seoul. Gen. Eisenhower flies to Coast and Europe. Only male quads in U. S. join Army. Sports.

NEWS OF THE DAY, No. 238—Seoul in flames. Gen. Eisenhower sees mission as peace aid. President Truman reports to Congress. Lawns mowed by remote control. Sports.

PARAMOUNT NEWS, No. 41 — News from the sport world. Mechanical lawn mower. President Truman delivers State of the Union message. Last hours in Seoul.

TELENEWS DIGEST, No. 2-A—Korean front. Gen. Eisenhower starts new job. Civil defense. Indo-China: Reds retreat. Austria: President Renner dies. Berlin: fans riot at boxing bout.

UNIVERSAL NEWS, No. 420—President Truman delivers his State of the Union message. Korea: UN forces abandon Seoul. News flashes from the world of sports.

WARNER PATHE NEWS, No. 43—Fall of Seoul. President Truman on the state of the union. Gen. Eisenhower leaves for Europe. Sport flashes. Radio-controlled lawn mower.

RKO Theatres Sets Meeting Jan. 15-17

The first meeting of division managers since the formation of the new RKO Theatres Corp. has been called for Jan. 15-17 by William W. Howard. Sol A. Schwartz, president, and other home office and department executives will attend the sessions to be held here.

Division managers scheduled to attend are Jerome Shinbach, Chicago; Jay Golden, Los Angeles, San Francisco and Denver; Joseph Alexander, Cincinnati, Columbus and Dayton; Harry Weiss, Minnesota and Iowa; Benjamin Domingo, New England; Hardie Meakin, Washington, D. C.; H. Russell Emde, Up-state New York; Edward Sniderman, Trenton and New Brunswick; Michael Edelstein, Sigurd Wexo, Charles Oelreich and John C. Hearns, Metropolitan New York.

Promote Five in Para. Central Div.

The following promotions, effective Jan. 23, have been announced by J. J. Donohue, Paramount's Central division manager:

Jim Flaherty, from salesman in Omaha to salesman in Chicago; Chuck Felder, from office-booking manager in Des Moines to salesman in Omaha; John Winn, from booker to office-booking manager in Des Moines; Chuck Caligiuri, from assistant booker to booker in Des Moines, and Bob Helvig, from assistant shipper to assistant booker.

Tracy Signs M-G-M Deal

HOLLYWOOD, Jan. 9.—Spencer Tracy today signed a new long term contract with M-G-M.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Red Kann, Vice-President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 23, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

MGM Boston Parley Today on 'Yankee'

BOSTON, Jan. 9.—M-G-M home office and field executives will meet here today with Linus Travers, executive vice-president, and 30 station managers of the Yankee Network to map plans for joint promotion of "The Magnificent Yankee" in the saturation openings planned for the New England territory next month.

John Joseph, M-G-M publicity manager; Elliott Foreman, New York and New Jersey field press representative, and Carl Rigrod of Donohue & Coe Advertising Agency will arrive here this morning to meet with Charles Kurtzman, Loew division manager; Robert Newhook, Boston advertising and publicity representative for Loew theatres, Floyd Fitzsimmons, field press representative for M-G-M in Boston; Harry Shaw and Lou Brown, Loew division manager and press representative for the New Haven territory; and Travers and his station executives.

Chumley to Para. Jacksonville Post

Edward G. Chumley has been named Paramount's Jacksonville branch manager, effective immediately, succeeding the late Clyde Goodson, it was announced by A. W. Schwalberg, president of Paramount Film Distributing Corp.

A. Levy Heads ELC Pittsburgh Branch

Arthur Levy, Cleveland salesman for Eagle Lion Classics, has been promoted to branch manager at Pittsburgh, it is announced by Bernard Kranze, general sales manager. Levy replaces Leo Gottlieb, who resigned.

Regents, 'Miracle'

(*Continued from page* 1)

is both sacrilegious and blasphemous.

The problem faced by the Regents is what they "can and can't do" in the situation, according to Charles A. Brind, Jr., Education Department counsel. The law permits appeals from rulings of the New York censors to be made only by "applicant for license." Brind did not know what Education Department Chancellor John P. Myers and the Regents have in mind at this time, but he believed the Regents would consider the question.

Cardinal Spellman in New York last Sunday called upon Catholics to boycott theatres showing "The Miracle."

A charge made this week in New York by Joseph Burstyn, distributor of "The Miracle," that the Legion of Decency is endeavoring to establish itself as "official censor of the City of New York" has been answered by Rev. Patrick J. Masterson, executive secretary of the Legion, as follows: "We are not censors. We base our judgments on traditional moral standards common to all religions, Catholic, Protestant and Jewish."

POSITION OPEN

for experienced switchboard (PBX) operator—receptionist. Typing also desired. Bonded Film Storage, 630 Ninth Avenue, New York, New York. 14th Floor. CI 6-0080.

Reviews

"The Mating Season"

(*Paramount*)

CHARLES BRACKETT'S first solo production following termination of his association with Billy Wilder is a bright blend of comedy and sentiment that is reminiscent in spots of that erstwhile team's achievements in the field of screen wit and humor. It appears to be very much the sort of film certain industry spokesmen have had in mind in calling for pictures that will give the people of America a chance to forget occasionally for an hour-plus the anxieties created by the international crisis. There is little in "The Mating Season" that is not aimed at getting smiles, chuckles and laughs, and it is produced with the polish and gloss demanded by pictures that treat of sophisticated living and prosperous environments.

Directed with unmistakable élan by Mitchell Leisen from a script authored by Brackett. Walter Reisch and Richard Breen, "The Mating Season" presents a top-notch cast headed by Gene Tierney, John Lund, Miriam Hopkins and Thelma Ritter. It is around the last-named, a veteran picture-stealer, that the bulk of the story revolves, and so well does Miss Ritter handle her biggest role to date that it is quite possible she will be seen in starring roles before long. Dry, possessed of an accent you will find in Hoboken or Brooklyn, the mature Miss Ritter plays the hamburger-slinging mother of Lund, whose education and personality have landed him a lovely wife, Miss Tierney, daughter of a family of diplomats.

When Miss Ritter loses her hamburger stand to the bank, she decides to take a cross-country trip to visit her son, only to find on arrival that he's just gotten married to a fancy lady. She forces her loving son to let her pass as a cook and maid in the newlyweds' home, thus becoming an incognito mother-in-law. Soon the lady's mother, a snob of the first order played by Miss Hopkins, descends upon the household. Complications, many familiar and some original, arise and the picture takes on the appearance of a feud between the many snobs and regulars who participate in the frequently farcical proceedings. The regulars, topped by Miss Ritter, triumph.

Others in the cast, which from top to bottom gives a very good account of itself, include Jan Sterling, Larry Keating, James Lorimer, Gladys Hurlbut and Cora Witherspoon.

Running time, 101 minutes. General audience classification. Release date, March 24.

CHARLES L. FRANKE

"Operation Disaster"

(*Universal-International-Rank*)

PROVIDING a very interesting though saddening examination of activity in an ill-fated British Navy submarine, this J. Arthur Rank presentation stars John Mills and Richard Attenborough, two British actors whose abilities have received a good measure of recognition on these shores. They perform splendidly in "Operation Disaster," as do the several others in the all-British cast.

It is a tragic story that is told here. During peacetime maneuvers, a submarine of the Royal Navy captained by Mills, strikes a mine, a relic of World War II, which had been floating in British coastal waters. Some 60 men are killed instantly as the sub sinks. Only 12, including the captain and a couple of other officers, survive the blast to become prisoners of the deep in a few watertight bulkheads of the craft.

Eventually eight are released through the conning tower and gun hatch, float to the surface and are rescued by ships which have come to attempt to raise the sub. It would only be by raising the craft to the surface that the other four, Mills, seaman Attenborough, Lieut. Nigel Patrick, and seaman James Hayter, could be saved since the available hatches were usable only once. But bad weather prevents salvage work and the four died of suffocation. The manner of men they were and how each faced death clinging to hope of rescue form the heart of the story. Character shadings are adroitly achieved under the direction of Roy Baker. The screenplay by W. E. C. Fairchild was based on the stage play, "Morning Departure" by Kenneth Woollard. Jay Lewis produced.

Running time, 102 minutes. General audience classification. Release date, Jan. 13.

C. L. F.

Dembow-Reade Suit

(*Continued from page* 1)

claims he arranged last October for the sale but the Reades refused to sell, and he holds that he is nevertheless entitled to the commission.

Claiming two causes of action, Dembow said if the defendants deny that Reade, Sr., had power to employ the plaintiff, then the damages will be sought from Reade, Sr., alone.

Omaha Local to Elect

OMAHA, Jan. 9.—Only two offices are being contested in Omaha Motion Picture Operators, Local 343, election of new leaders today. Excepting two vice-presidents all other officers headed by president Alvin Kostlan have been re-nominated without opposition.

Rank's Films

(*Continued from page* 1)

of his product in the months to come, always provided he is successful in closing joint production deals with other American companies.

Rank is scheduled to come here next spring and may close deals then for joint production, all of which are expected to grant U. S. distribution rights to the American company involved.

ELC's deal with Rank will expire at the end of this year but there will be a continuing "drying-up" of product from Rank for ELC before its expiration, and insufficient product from Rank in view for the future to warrant its renewal.

Universal will be in a comparable position with respect to distribution of Rank product.

Coast Colleges Ban Football Telecasts

Los Angeles, Jan. 9.—After three years of televising its college football games, the Pacific Coast Conference has voted to ban future telecasts of its games.

"We are worried over partly filled stadia," Victor O. Schmidt, conference commissioner, said. He pointed out that while attendance was declining on the Coast, there was no lag at the gate in the Midwest, where the Big 10 conference limited telecasts to theatre television showings.

'Oliver Twist'

(*Continued from page* 1)

any religious or racial group.

It has been contended that the Charles Dickens' character, Fagin, in the J. Arthur Rank production of "Oliver Twist" constitutes an anti-Semitic depiction. The picture had been scheduled for exhibition by the Interstate Circuit, Texas, last month but was deferred pending the outcome of ELC's appeal from the PCA ruling.

Meanwhile, last week the National Board of Review and the New York chapter of the American Council for Judaism adopted resolutions opposing "suppression" of the film.

Yesterday's MPAA board meeting had a full attendance. Present were Nicholas M. Schenck, Loew's; Barney Balaban and Austin Keough, Paramount; Ned Depinet, RKO Pictures; W. C. Michel, 20th Century-Fox; Jack Cohn, Columbia; Joseph Hazen, Hal Wallis Prod.; John O'Connor, Universal; Earle Hammons, Theodore Black, Republic; Albert Warner, Warner Bros.; Norton Ritchey, Monogram, and Eric Johnston, Joyce O'Hara, Sidney Schreiber, Kenneth Clark and John McCarthy, MPAA.

Foreign department heads of MPAA member companies reported to the board yesterday on new definitions of what constitutes an American picture in qualifying for new Australian distribution remittances.

FTC Ad Film

(*Continued from page* 1)

legal. The fact that the companies have appealed to the courts means a long, drawn-out fight, postponing for some time a final ruling on the legality of these contracts.

Two of the companies filed their appeals from the FTC order with the Eighth Circuit Court at St. Louis. They are United Film Service, Inc., of Kansas City, and Reid H. Ray Film Industries, Inc., formerly Ray-Bell, of St. Paul. Alexander Film Co., Inc., has filed its appeal at the Tenth Circuit Court at Denver, and Motion Picture Advertising Service Co., Inc., has taken its case to the Fifth Circuit Court at New Orleans. The FTC may attempt to have all four cases consolidated at one court.

Talk by Mrs. Dawson

TORONTO, Jan. 9.—Marjorie G. Dawson, national director of the Children's Film Library, was guest speaker at a luncheon here today before representatives of the Canadian Distributors Association and the Canadian press.



STOP HERE FOR THE BIG M-G-M TRADE SHOWS!



JAN. 25th
M-G-M Trade Show
"CAUSE FOR ALARM!"

BIG ROMANTIC DRAMA!

This girl is in trouble! If she could only get that letter back! Here's suspense that keeps the audience tense right up to the surprise ending!

M-G-M presents LORETTA YOUNG in "CAUSE FOR ALARM!" • BARRY SULLIVAN • BRUCE COWLING • Margalo Gillmore • Screen Play by Mel Dinelli and Tom Lewis • Story by Larry Marcus • Directed by TAY GARNETT • Produced by TOM LEWIS



ALBANY	20th-Fox Screen Room	1052 Broadway	1/25	2 P.M.	MILWAUKEE	Warner Screen Room	212 W. Wisconsin Ave.	1/25	1:30 P.M.
ATLANTA	20th-Fox Screen Room	197 Walton St., N. W.	1/25	2 P.M.	MINNEAPOLIS	20th-Fox Screen Room	1015 Currie Avenue	1/25	2 P.M.
BOSTON	M-G-M Screen Room	46 Church Street	1/25	2 P.M.	NEW HAVEN	20th-Fox Screen Room	40 Whiting Street	1/25	2 P.M.
BUFFALO	20th-Fox Screen Room	290 Franklin Street	1/25	2 P.M.	NEW ORLEANS	20th-Fox Screen Room	200 S. Liberty St.	1/25	1:30 P.M.
CHARLOTTE	20th-Fox Screen Room	308 S. Church Street	1/25	1:30 P.M.	NEW YORK-N.J.	M-G-M Screen Room	630 Ninth Avenue	1/25	2:30 P.M.
CHICAGO	H. C. Igel's Screen Room	1301 S. Wabash Ave.	1/25	1:30 P.M.	OKLAHOMA CITY	20th-Fox Screen Room	10 North Lee Street	1/25	1 P.M.
CINCINNATI	RKO Palace Bldg. Sc. Rm.	16 East Sixth Street	1/25	8 P.M.	OMAHA	20th-Fox Screen Room	1502 Davenport St.	1/25	1 P.M.
CLEVELAND	20th-Fox Screen Room	2219 Payne Ave.	1/25	1 P.M.	PHILADELPHIA	M-G-M Screen Room	1233 Summer Street	1/25	11 A.M.
DALLAS	20th-Fox Screen Room	1803 Wood Street	1/25	2:30 P.M.	PITTSBURGH	M-G-M Screen Room	1623 Blvd. of Allies	1/25	2 P.M.
DENVER	Paramount Screen Room	2100 Stout Street	1/25	2 P.M.	PORTLAND	B. F. Shearer Screen Rm.	1947 N. W. Kearney St.	1/25	2 P.M.
DES MOINES	20th-Fox Screen Room	1300 High Street	1/25	1 P.M.	ST. LOUIS	S'Renco Art Theatre	3143 Olive Street	1/25	1 P.M.
DETROIT	20th-Fox Screen Room	2211 Cass Avenue	1/25	1:30 P.M.	SALT LAKE CITY	20th-Fox Screen Room	216 E. First St., So.	1/25	1 P.M.
INDIANAPOLIS	20th-Fox Screen Room	326 No. Illinois St.	1/25	1 P.M.	SAN FRANCISCO	20th-Fox Screen Room	245 Hyde Street	1/25	1:30 P.M.
KANSAS CITY	20th-Fox Screen Room	1720 Wyandotte St.	1/25	1:30 P.M.	SEATTLE	Jewel Box Preview Thea.	2318 Second Ave.	1/25	1 P.M.
LOS ANGELES	United Artists' Screen Rm.	1851 S. Westmoreland	1/25	2 P.M.	WASHINGTON	RKO Screen Room	932 N. Jersey Ave., N.W.	1/25	2 P.M.
MEMPHIS	20th-Fox Screen Room	151 Vance Avenue	1/25	2 P.M.					

FEB. 1st
(except Denver, Jan. 23rd)
M-G-M Trade Show
"VENGEANCE VALLEY"
TECHNICOLOR

BIG TECHNICOLOR ADVENTURE!

Burt Lancaster's biggest outdoor drama. Filmed in the rugged Rockies. Luke Short's famed Saturday Evening Post story and novel.

M-G-M presents BURT LANCASTER in "VENGEANCE VALLEY" Co-starring ROBERT WALKER • JOANNE DRU • SALLY FORREST with John Ireland • Ray Collins • Color by TECHNICOLOR • Screen Play by Irving Ravetch • Based on the novel and Saturday Evening Post serial by Luke Short Directed by RICHARD THORPE • Produced by NICHOLAS NAYFACK



ALBANY	20th-Fox Screen Room	1052 Broadway	2/1	2 P.M.	MILWAUKEE	Warner Screen Room	212 W. Wisconsin Ave.	2/1	1:30 P.M.
ATLANTA	20th-Fox Screen Room	197 Walton St., N. W.	2/1	2 P.M.	MINNEAPOLIS	20th-Fox Screen Room	1015 Currie Avenue	2/1	2 P.M.
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MEMPHIS	20th-Fox Screen Room	151 Vance Avenue	2/1	2 P.M.					

FEB. 5th
M-G-M Trade Show
"ROYAL WEDDING"
TECHNICOLOR

BIG TECHNICOLOR MUSICAL!

Not since Fred Astaire electrified the fans in "Easter Parade" such an M-G-Musical. Co-starring Jane Powell in the story of a famed sister-brother singing, dancing team.

M-G-M presents FRED ASTAIRE • JANE POWELL in "ROYAL WEDDING" Co-starring PETER LAWFORD • SARAH CHURCHILL • KEENAN WYNN with Albert Sharpe • Color by TECHNICOLOR • Story and Screen Play by Alan Jay Lerner • Music by Burton Lane • Lyrics by Alan Jay Lerner • Directed by STANLEY DONEN • Produced by ARTHUR FREED



ALBANY	20th-Fox Screen Room	1052 Broadway	2/5	2 P.M.	MILWAUKEE	Warner Screen Room	212 W. Wisconsin Ave.	2/5	1:30 P.M.
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DALLAS	20th-Fox Screen Room	1803 Wood Street	2/5	2:30 P.M.	PITTSBURGH	M-G-M Screen Room	1623 Blvd. of Allies	2/5	2 P.M.
DENVER	Paramount Screen Room	2100 Stout Street	2/5	2 P.M.	PORTLAND	B. F. Shearer Screen Rm.	1947 N. W. Kearney St.	2/5	2 P.M.
DES MOINES	20th-Fox Screen Room	1300 High Street	2/5	1 P.M.	ST. LOUIS	S'Renco Art Theatre	3143 Olive Street	2/5	1 P.M.
DETROIT	Max Blumenthal's Sc. Rm.	2310 Cass Avenue	2/5	1:30 P.M.	SALT LAKE CITY	20th-Fox Screen Room	216 E. First St., So.	2/5	1 P.M.
INDIANAPOLIS	20th-Fox Screen Room	326 No. Illinois St.	2/5	1 P.M.	SAN FRANCISCO	20th-Fox Screen Room	245 Hyde Street	2/5	1:30 P.M.
KANSAS CITY	20th-Fox Screen Room	1720 Wyandotte St.	2/5	1:30 P.M.	SEATTLE	Jewel Box Preview Thea.	2318 Second Ave.	2/5	1 P.M.
LOS ANGELES	United Artists' Screen Rm.	1851 S. Westmoreland	2/5	2 P.M.	WASHINGTON	RKO Screen Room	932 N. Jersey Ave., N.W.	2/5	2 P.M.
MEMPHIS	20th-Fox Screen Room	151 Vance Avenue	2/5	2 P.M.					

WM. RANDOLPH HEARST, Jr.
Hearst Newspapers

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Chairman of the Board
Colliers, Woman's
Home Companion
American

ROBERT COUGHLAN
Life Magazine

ROBERT S. CRANDELL
Sunday Editor
N.Y. Herald Tribune

JOHN S. HARPER
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Standard Times

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Standard Times

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A.B.C. Network

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N.B.C. Network

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N.Y. News Syndicate

BOSLEY CROWTHER
N.Y. Times

KATE CAMERON
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FRANK FARRELL
N.Y. World-Tel. and Sun

DOROTHY MASTERS
N.Y. Daily News

FRANK CONNIFF
N.Y. Journal-American

PAT CRAWFORD
International News Service

THOMAS M. PRYOR
N.Y. Times

HAROLD CAIL
Portland Press-Herald

KAY SULLIVAN
Parade
(Sunday Newspapers)

JAMES S. BARSTOW, Jr.
N.Y. Herald Tribune

WANDA HALE
N.Y. Daily News

PRISCILLA FORTESCUE
WEEI Boston

OLIVE ENSLER-TINDER
WORL Boston

SHERM FELLER
WCOP Boston

CHRISTINE EVANS
WHDH Boston

RAY GIRARDIN
WEEI Boston

WILLIAM S. DOWNEY
Look Magazine

CARL MOORE
WEEI Boston

BEN ROSENBERG
N.Y. Post

ARCHER WINSTEN
N.Y. Post

MEL HEIMER
King Features Syndicate

MARJORY ADAMS
Boston Globe

MARK SHERWIN
N.Y. Post

WM. SCHOFIELD
Boston Herald

HELEN EAGER
Boston Traveler

PAUL KNEELAND
Boston Globe

PEGGY DOYLE
Boston American

THOMAS WISE
Wall Street Journal

FLORENCE SOMERS
Redbook

JESSE ZUNSER
Cue Magazine

ELINOR HUGHES
Boston Herald

MARTIN QUIGLEY, Jr.
Motion Picture Herald

JAMES M. JERAULD
Boxoffice

MEL KONECOFF
The Exhibitor

AL PICOULT
Harrison's Reports

THOMAS A. HORGAN
Associated Press

WALTER CUNNINGHAM
Christian Science Monitor

GEORGE L. GEIGER
New Bedford Stan. Times

WALTER BROOKS
Motion Picture Herald

CHET FRIEDMAN
Boxoffice

CARL H. NIELSON
New Bedford Stan. Times

JOSEPH PRIORE
Film Daily

WILLIAM D. STEELE
New Bedford Stan. Times

TOM KENNEDY
Showmen's Trade Review

SALLIE BELLE COX
Woman's Day

CARLTON BROWN
Argosy

RAYMOND COVILL
New Bedford Stan. Times

ERNEST HOFTYZER
New England
Hearst Newspapers



FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 69. NO. 8 NEW YORK, U. S. A., THURSDAY, JANUARY 11, 1951 TEN CENTS

NPA May Lift Restrictions On Equipment

But Neu Doubtful Of Improved Situation

WASHINGTON, Jan. 10.—Officials of the National Production Authority today held out hope to theatre equipment manufacturers that the supply situation on some critical materials might be eased in the near future.

But Oscar F. Neu, head of Neu-Made Products Inc. and of the Theatre Equipment Supply Manufacturers Association, said he doubted if the material supply situation would improve, despite the NPA assurances.

"I feel it will get steadily worse," he declared, "and I don't think there's much the government can or will do."

The NPA statements came in a meeting between government spokesmen and 18 top equipment firm officials, members of NPA's Theatre Equipment Advisory Committee. This was the first meeting of the advisory group. Nathan D. Golden, NPA film chief, presided. The meeting was at-

(*Continued on page 6*)

Reconstitute SPG; End SOPEG Merger

Screen Publicists Guild, which approximately six months ago merged with the Screen Office and Professional Employes Guild into the Screen Employes Guild, has been reconstituted into an autonomous body. The decision to separate from Sopeg was made at a membership meeting here Tuesday night. The parent union, District 65 of DPWA, has pledged full support to SPG.

As a result Sopeg has been auto-

(*Continued on page 2*)

Aim Complaints at RKO Theatre Board

WASHINGTON, Jan. 10.—The Justice Department has not yet made up its mind as to the validity of complaints it has received alleging a "close association" between members of the board of directors of the new RKO Theatre Company and Howard Hughes, in violation of the RKO consent decree.

A Justice spokesman admitted that such complaints had been received from "third parties" and that the De-

(*Continued on page 6*)

FCC Told A. T. & T. Cool To Theatre TV Requests

WASHINGTON, Jan. 10.—The Theatre Owners of America and the National Exhibitors Theatre Television Committee today told the Federal Communications Commission that theatre television groups were finding it harder and harder to get intercity television relay facilities from the American Telephone and Telegraph Co.

The TOA-NETTC statement, filed in connection with the Commission's now-definitely postponed hearings on allocation of intercity television relay facilities, did not ask the Commission to do anything specific about it. It was partly a statement for the record, should the hearings be re-scheduled later; partly a prod to the FCC to do something about holding the hearings on allocating special frequencies to theatre television; and partly a prod to A. T. and T. and the Bell System to give theatre television a better

(*Continued on page 7*)

'King of Kings' OK For Memphis Now

Memphis, Jan. 10.—Cecil B. DeMille's film of the life of Christ, "The King of Kings," which ran into censorship trouble in Memphis a little more than 20 years ago and was never shown in a Memphis theatre, has been booked for an engagement at the Normal here, beginning Feb. 4.

Lloyd I. Binford, chairman of the Memphis and Shelby County board of censors, has said it would be all right "to exhibit the film." In 1927 Binford and the censor board previewed it and ordered deletions. The order was contested but rather than cut the film as ordered, it was not exhibited.

Para. Plans N.Y. Theatre TV Test

WASHINGTON, Jan. 10.—Paramount Theatre TV Productions, in a progress report to the Federal Communications Commission on its theatre TV experiment, today said that one of its plans for the future is to link many large New York theatres together for a large-screen video test.

The company told the FCC it had surveyed the New York theatre situation and had found 100 theatres with seating capacity of more than 2,000, and that 70 per cent of these were in line of sight of transmission. It said it hoped to experiment by installing large screen TV equipment in some

(*Continued on page 6*)

Tells of Rural Theatre TV Plans

MEMPHIS, Jan. 10.—Plans to bring television to remote rural areas of the United States in a tie-up with theatres were discussed today by Trueman T. Rembusch, president of Allied States, who came to Memphis for an all-day session with Mid-South exhibitors.

Allied would bring television to small towns by putting large TV screens in theatres, he said. Programs of national interest would be put on these TV screens in theatres by use of transmitting stations capable of reaching out 175 to 200 miles, Rembusch said. Private homes in these areas could not receive television programs because a receiving apparatus some 80 or 90 feet high would be re-

(*Continued on page 6*)

Pinanski to Add Drive-in to Regular Theatre to Cut Family Trade Costs

Boston, Jan. 10.—Addition of a drive-in unit to the American Theatre's conventional Embassy theatre at Waltham is announced by Samuel Pinanski, president of the circuit.

Pinanski disclosed that he is considering plans to install similar multiple theatre operations in several key situations.

"We're suffering from the incidental costs that go with a night out at the movies for the average young couple," Pinanski said. "I want to eliminate such costs by adding to the conventional house a drive-in unit designed to make movie-going more attractive to the family trade."

Both the conventional Embassy and its drive-in annex will show the same bill. Construction will begin in the early spring and the drive-in is expected to be in operation by the early summer.

Compo Board Tackles TOA Issue Today

May Compromise on Bid For Votes by Regionals

When the board of the Council of Motion Picture Organizations convenes at the Hotel Astor here today in what is regarded as its most crucial meeting, its topmost problem will be Theatre Owners of America's proposal for expansion of the COMPO board to accommodate voting representation of its regional exhibitor organizations.

Ted R. Gamble, chairman of a special TOA committee which drafted the proposal, will present it to the COMPO board. Gamble's presentation is expected to be followed by a sustained discussion which may determine the future of COMPO.

While many of the board members will arrive at the meeting with preconceived attitudes toward the TOA proposal, these members are under-

(*Continued on page 7*)

Oregon, Georgia Get Ticket Tax Bills

WASHINGTON, Jan. 10.—The state legislatures of Oregon and Georgia are considering tax bills which would hit theatres.

A tax-writing committee of the Georgia legislature has recommended a three per cent sales tax, including admissions. Jack Bryson, legislative expert of the Motion Picture Association of America, said there is already a small admission tax in Georgia and the proposed three per cent tax, which

(*Continued on page 6*)

NCA 'Rentals' Unit Sees 3 Sales Chiefs

North Central Allied's delegation from Minneapolis conferred with the distribution heads of three companies yesterday but all concerned maintained silence on details of the so-called "fair rental" plan presented by the visiting exhibitors.

Distribution's representatives characterized the talks as a general discussion of trade conditions and problems and declined comment on any

(*Continued on page 6*)

Personal Mention

PAUL V. McNUT, United Artists board chairman, was in Washington yesterday from New York.

•

GEORGE P. MONAGHAN, New York's Fire Commissioner, was presented with a gold pass to the Park Avenue Theatre here yesterday by JOE STEINER, managing director of the theatre, in behalf of WALTER READE, JR.

•

HAROLD WIRTHWEIN, Western sales manager for Monogram and Allied Artists, has returned to Hollywood after installing JACK FELIX as branch manager of the Portland exchange.

•

L. J. KAUFMAN, Warner Theatre executive, left for Albany yesterday from here, returning to New York Monday.

•

MEL STRAUS has resigned from Executive Research, Inc., to work in New York and key cities on Lippert's "The Steel Helmet."

•

JACQUES GRINIEFF, independent distributor, is due to return to New York early next week from the Coast.

•

ARMAND DEUTSCH, M-G-M producer, has arrived here from the Coast.

B. & K. Announces Personnel Changes

CHICAGO, Jan. 10. — John Balaban, president of Balaban and Katz, today announced changes in the corporation's lineup as a result of the recent death of vice-president Walter B. Immerman.

Under the new plan, David Wallerstein takes charge of Balaban and Katz's Downstate and Indiana theatres with aid from Hugh Margin, formerly of the advertising department, assuming next in responsibility for the Indiana theatres, and Duncan Kennedy, former district manager of Central State theatres, taking over the top spot in management of Downstate theatres.

The new manager of Central State theatres is J. R. McCullough, former B & K theatre manager.

Nate Platt, production manager of Chicago theatres, now is in charge of the management of all the Chicago houses. Harry S. Lustgarten, film buyer, has been made a member of the operating board of B & K.

Reconstitute SPG

(*Continued from page* 1)

matically reconstituted, and SEG dissolves.

SPG spokesman declared that operational efficiency of both organizations made it advisable to return to their former status. SPG will hold elections next month and an entirely new officer structure will be set up. There no longer will be any president. The three top officers will be chairman, vice-chairman and secretary. Sig Maitless, SEG president, will not run.

Kramer to Coast; Col. Deal Advanced

Stanley Kramer left New York last night for Hollywood with the negotiations here for Columbia release of Stanley Kramer Co. product in the final stages preparatory to the signing of a contract. Sam Katz, Kramer's partner in the new producing firm, and Sam Zagon, their counsel, will remain here until the deal is closed, most likely early next week, according to present indications. George Glass, Kramer-Katz vice-president, will return to the Coast today.

Agreement reached thus far gives Kramer and Katz complete control of casts and stories for the pictures which will come under the releasing deal. They will use some Columbia studio technical help. Columbia would receive a 25 per cent distribution fee.

Another detail also agreed upon is that the Columbia sales department will have the right to approve future contracts for Kramer pictures. The effect this will have on the status of George J. Schaefer, who has been supervisor of sales of Kramer pictures, will not be known until the deal has been finalized, but it is regarded as certain that Schaefer will continue to supervise playoffs of current films.

While in New York this week, Kramer looked over a number of important stage plays, and reportedly has several under consideration for filming. However, he closed no deals in this regard while here.

Stresses Co-op Ads at Wisconsin Meet

MILWAUKEE, Jan. 10.—At the meeting of Allied of Wisconsin, Ben C. Marcus, president, stressed the importance of cooperative advertising and of watching bookings in order to play films more appealing to the audience.

"Today's buyers of pictures are looking for the best for their money. It behooves us to put out better pictures on a program," he declared.

Also discussed by Marcus were theatre operating costs and administration. He emphasized that film companies today must become conscious of box office receipts. When box office receipts were good they shared as partners and they should also share today with receipts lower, he said.

Transfer Goldstein To Univ. Studio

Robert Goldstein, for the past four years studio representative for Universal-International in New York, has been transferred to the U-I studio on the Coast in an executive capacity. The transfer will be effective in about 10 days.

Mrs. Jessica Landau, who has been Goldstein's assistant here, will take over as U-I studio representative at the home office in his stead.

Horner in New Post

Peter P. Horner has resigned as general manager of the Hyams-Green Theatre Circuit in New York in order to join Oliver A. Unger of Distinguished Films, Inc., as sales representative.

NEWS in Brief . . .

MORE than 50 television outlets will be used by Paramount and Benrus Watch in a tie-up program to promote "At War With the Army," it is announced by Max E. Youngstein, Paramount advertising-publicity vice-president.

The campaign will open Saturday, simultaneously with the first national play date of the picture, and will be keyed to 600 dates already set.

•

The immediate release of a new anti-Communist short, "It Can Happen Here," starring Michael Whalen, Lyle Talbot and Gertrude Michael, has been announced by R. M. Savini, president of Astor Picture Corp. Written, produced and directed by Myron C. Fagan, the film depicts the present fight against Communism in Bulgaria. Running time is 30 minutes.

•

Dr. Charles A. Siepmann, author and director of the film library of New York University, served as moderator last night at the second of a series of three screenings of the works of Robert Flaherty at the Museum of Modern Art here, where the Screen Directors Guild of the East is staging a Flaherty film festival.

Gilbert Seldes, author and critic, will serve as moderator tonight when the Guild will present Flaherty with a special award.

•

CHICAGO, Jan. 10.—The Cerebral Palsy Association of Illinois announced today that it had provided $50,000, at $10,000 a year for five years, to the University of Illinois for a research department for cerebral palsy. According to John Balaban, chairman of the board of the association, and William R. Hollander, president of the association, the $50,000 is part of the $150,000 raised last year by the association.

•

WASHINGTON, Jan. 10.—The Federal Communications Commission today gave Skiatron and WOR-TV another 60 days to conduct tests of Skiatron's subscribed-vision system. The new tests will be subject to the same strict conditions as were the earlier experiments, authority for which expired Dec. 22.

Schedule 'Born' for 35 Pre-Releases

Columbia's "Born Yesterday," now playing in New York and Los Angeles, goes into wider pre-release engagements beginning this week, with 35 openings scheduled thus far through February.

It opened yesterday at the State in Albuquerque, and starts today at the Orpheum, San Francisco; and the Granada, Santa Barbara. Tomorrow it opens at the Majestic, Houston, and the Mayfair, Ventura.

Henning's Father Dies

SAN FRANCISCO, Jan. 10.—James Henning, father of J. Earl Henning, Lippert-Mann Theatre executive here, died recently.

Chicago Impressed By CBS Color TV

CHICAGO, Jan. 10.—An invited audience of military men, jurists, businessmen, show people, and press reacted very favorably to Columbia Broadcasting System's color television demonstration here yesterday at radio station WBBM in the Wrigley Building.

After a public preview this evening, four color demonstrations will be given daily for an indefinite period. CBS full-page ads in newspapers and spot announcements on radio have invited all Chicago to view the demonstrations. CBS reported today that the demand for the free tickets was "very heavy."

Some observers said CBS color is comparable to Technicolor films. Federal Judge Walter La Buy, one of the three judges who heard the recent suit brought by RCA to block CBS color telecasting, said, "The commercial possibilities of color television are obviously tremendous. The entertainment value is self-evident."

Plan New Memorial To Carter Barron

WASHINGTON, Jan. 10. — Washington showmen, not content with the government's action in naming a huge amphitheatre in Rock Creek Park after Carter T. Barron, are about to embark on a campaign to erect some other memorial to the late civic and film leader, who was Loew's representative here.

The Variety Club has named a Carter Barron memorial committee, headed by M-G-M district manager Rudolph Berger, to work on a campaign to raise possibly as much as $100,000 to erect a hospital wing, clinic or some other suitable memorial in Barron's name. A big-name show at the Washington National Guard armory, with the cooperation of Hollywood talent, is among the fund-raising schemes before the committee.

Map Para. Plans At Coast Meet

LOS ANGELES, Jan. 10.—Producers Nat Holt and William Thomas outlined future film plans and current releases at Paramount's fourth regional booking conference held at the Ambassador Hotel here.

Their reports highlighted the two-day session of Western division personnel. Joseph A. Walsh, head of branch operations, presided. Also present were: A. W. Schwalberg, president of Paramount Film Distributing Corp.: Max E. Youngstein, vice-president and company director of national advertising, publicity and exploitation; George A. Smith, Western division manager, and A. R. Taylor, Los Angeles branch manager.

'Cyrano' at Selwyn

CHICAGO, Jan. 10.—United Artists' "Cyrano de Bergerac" has been booked into the Selwyn Theatre, legitimate stage house, beginning Jan. 18 on a roadshow basis. The film will play indefinitely. It will be shown daily at 2:30 P.M. and 8:30 P.M. on weeksdays.

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New Faces from U-I

...to meet this Industry's need!

first  FRANCIS ... distinguished equine thespian

then  HARVEY... winning plaudits in his title role

and NOW ...we give you

BONZO

...surely slated for stardom!



...another Showmanship discovery by Universal-International



They adopted a baby chimp and tried to raise him just like junior!

"BEDTIME FOR BONZO" *starring* RONALD REAGAN • DIANA LYNN

with WALTER SLEZAK • JESSE WHITE *and Introducing* BONZO

Screenplay by VAL BURTON and LOU BRESLOW • Directed by FREDERICK de CORDOVA • Produced by MICHEL KRAIKE

The Paramount B'O!

FROM THE B

HIT NO. 1

Bing Crosby in Mr. Music



Country's leading grosser from coast to coast, reports Variety, as Bing's 20th Anniversary backs it with smash national promotion . . .

Bing Crosby • Nancy Olson • Charles Coburn • Ruth Hussey in "MR. MUSIC" with Robert Stack • Tom Ewell • Charles Kemper and Marge and Gower Champion *Guest Stars:* Groucho Marx • Dorothy Kirsten • Peggy Lee • The Merry Macs Produced by Robert L. Welch • Directed by Richard Haydn • Suggested by a Play by Samson Raphaelson • Written for the Screen by Arthur Sheekman • Lyrics by Johnny Burke • Music by James Van Heusen

HIT NO. 2

Absolute sensation at 200 New Year's Eve dates—prior to regular engagements during January. No comedy hit like it in years . . .



DEAN Martin AND JERRY Lewis in AT WAR WITH THE ARMY

BIG TV/RADIO TIE-UP... Martin & Lewis in 1½ minute films and transcriptions selling picture and Benrus Watches. All timed to first runs!

Dean Martin and Jerry Lewis in "AT WAR WITH THE ARMY" with Polly Bergen Executive Producer—Abner J. Greshler Directed by Hal Walker • Written for the Screen and Produced by Fred F. Finklehoffe • Based on a Play by James B. Allardice • Songs by Mack David and Jerry Livingston

All These In Just The First Month of Your

BOOM Has Begun

GUN IN '51!!

HIT NO. 3

ALAN LADD

in

BRANDED

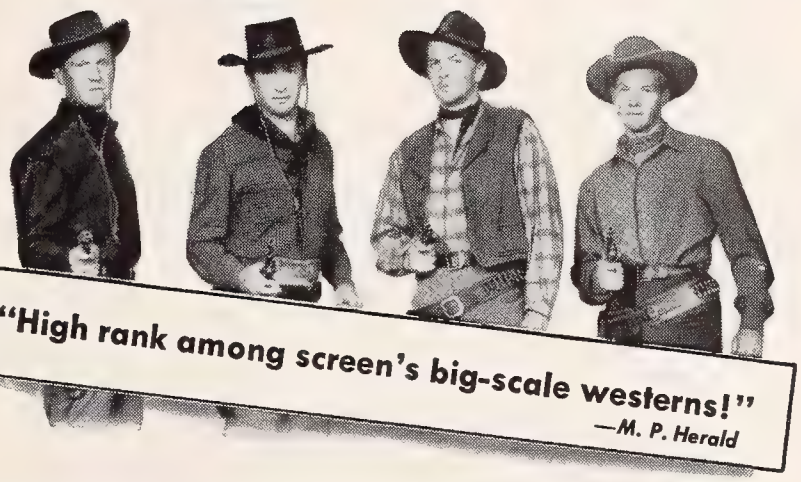
First 25 dates place it among biggest Ladds of all time—and matches pace of Paramount's biggest outdoor films in color by Technicolor...



Color by Technicolor

Alan Ladd • Mona Freeman • Charles Bickford in "BRANDED" with Robert Keith Joseph Calleia • Peter Hanson • Selena Royle • Tom Tully • Color by Technicolor Produced by Mel Epstein • Directed by Rudolph Maté • Screenplay by Sydney Boehm and Cyril Hume • Based on a novel by Evan Evans

HIT NO. 4



"High rank among screen's big-scale westerns!"
—M. P. Herald

THE GREAT MISSOURI RAID

Color by Technicolor

Five-City World Premiere with star-spangled showmanship starts in St. Louis, January 16 —kicking off 350 area-saturation bookings . . .

Wendell Corey • Macdonald Carey Ward Bond in "THE GREAT MISSOURI RAID" • Co-starring Ellen Drew • Bruce Bennett • Bill Williams • Anne Revere with Edgar Buchanan • Color by Technicolor • Directed by Gordon Douglas Story and Screenplay by Frank Gruber Produced by Nat Holt

BOOM Year from Paramount!

RKO Board

(*Continued from page* 1)

partment is investigating the matter. But, he declared, the investigation is still under way and there is no decision yet as to whether there is such an association.

Under the consent decree, the new theatre company is to be operated completely independently from the new picture company, with which Hughes has chosen to remain. The Justice official said that should the Department decide the complaints were valid and that the present set-up of the board of the new theatre company violated the decree, it might go to court to force a change or might try and solve the problem out of court by working with Hughes and the RKO Theatre company.

NCA 'Rentals' Unit

(*Continued from page* 1)

specific recommendations that may have come up.

The NCA group met, in separate meetings, with Robert Mochrie, RKO Pictures distribution chief, A. Montague, Columbia distribution vice-president, and Charles J. Feldman, Universal-International domestic sales manager.

Tomorrow the group will meet with M-G-M, and on Friday with 20th Century-Fox. Meetings with Paramount and Warner are still tentative.

The NCA committee is composed of Henry Greene, chairman, Stanley Kane, executive counsel, Ernie Peaslee and Ted Mann.

$17,000,000 Ticket Tax from Canadians

Ottawa, Jan. 10.—In a preliminary report on provincial revenues from taxes on admissions, the Canadian government discloses receipts for the fiscal year reached a total of $17,191,000 as follows: Ontario, $9,723,000; Quebec, $2,667,000; British Columbia, $2,200,000; Manitoba, $970,000; Alberta, $773,000; Nova Scotia, $435,000; New Brunswick, $280,000; Prince Edward Island, $99,000; Saskatchewan, $44,000.

State Tax Bills

(*Continued from page* 1)

would replace the present admission tax, represents "a small increase." He indicated that the industry would not fight the tax but rather consider it had gotten off lightly in view of the state's revenue needs.

In Oregon, initial bills dropped in the legislative hopper would slap a 10 per cent tax on gross receipts of theatres. Free tickets or those issued at reduced prices would be taxed an additional five cents each. Industry leaders in the state have pledged to fight the measure.

Karloff to Narrate

Boris Karloff has been signed to narrate "The Emperor's Nightingale," feature puppet film in color, it was announced by William L. Snyder, of Rembrandt Films.

"DALLAS" IS NOW IN TULSA

and Business is Great!



COLOR BY TECHNICOLOR · SMASH BY WARNER BROS.

N.Y. Minimum Wage Hearing Jan. 19

Third and final public hearing to be held by New York State Industrial Commissioner Edward Corsi prior to his promulgation of a minimum wage order for the amusement and recreation industry has been set for Jan. 19 in the Chamber of Commerce Building, Rochester.

Hearings were held last fall in Albany and New York City. The Commissioner heard protests then by spokesmen for exhibition against the 50-75-cent State minimum wage proposed by the Amusement and Recreation Minimum Wage Board which was convened by Commissioner Corsi last April 18.

Rembusch

(*Continued from page* 1)

quired and the theatres would have them.

Allied would sell their services to theatres, he said. He predicted TV would be moved from a very high frequency band to ultra high frequency to prevent interference. When Federal Communications Commission discusses these changes, Allied has applied to be admitted to the hearings, he said. Rembusch, Bill Carroll, director of Caravan, and Abe Berenson, Allied national director, flew to Memphis for today's all-day Allied film clinic which was attended by about 40 exhibitors from the Memphis territory. Film rentals, contracts, availability, and taxation on theatres were discussed.

Allied Mid-South will hold a board of directors meeting tomorrow. Rembusch will not be able to attend tomorrow's session.

Theatre television, particularly in relation to the smaller independent circuits, was the subject of a conference last week in Indianapolis between Trueman Rembusch, president of Allied States, and representatives of National Theatre Supply, the latter revealed here yesterday.

Para. TV Test

(*Continued from page* 1)

of these theatres and by gathering information on the technical problems involved in sending programs to many theatres in one line of sight. The report also indicated that a ten megacycle band is needed for transmitting a satisfactory theatre TV picture. Many other theatre TV groups have been talking about a six megacycle band.

Paramount is also making good progress in work with high definition color photography and transmission, the report said.

NPA Order to Aid Safety Stock Seen

WASHINGTON, Jan. 10.—A National Production Authority order reserving refined methylene chloride for use in making safety stock is "imminent," it was learned. The order may be issued tomorrow or Friday.

Film companies recently told NPA that use of the refined solvent for paint removing and other uses was threatening their output of safety films, and the projected NPA order bans the use of the refined grade for these non-essential purposes, it was explained.

NPA Meet

(*Continued from page* 1)

tended by officials of the National Security Resources Board, the Signal Corps, Navy and other government agencies, as well as by other members of NPA's film and metal branches.

Two industry "task forces" were appionted—one to study means of conserving and substituting for short materials; the other to prepare industry's views on the best possible type of limitation order should the government have to revive something along the lines of World War II's L-325 order, which limited production of theatre equipment and requires government permission on each sale of theatre equipment. Both task groups are to report back within 30 days.

Construction Order

Practically no mention was made of NPA's construction limitation order, it was reported. Industry and government officials now feel there is little hope for any easing of this order, and that the most that can be hoped for is that there will be no further tightening and that NPA will continue to follow a liberal policy of "hardship" appeals.

The NPA officials were warned that deliveries on copper are greatly delayed. They replied that a recent NPA order banning the use of copper in over 300 non-essential items would go into effect March 1, and that the industry could expect some relief after that date.

The industry spokesmen said a similar bad situation was being experienced on aluminum. The NPA chiefs replied that the government will shortly issue an aluminum order similar to the copper order, and that this, plus increased aluminum production, will help the equipment makers get more aluminum.

Vital Material Study

A six-member task group was named to study ways of conserving vital materials, using substitutes, simplifying and standardizing equipment to save vital materials, and increased salvage of critical metals. Rutledge B. Tompkins, of the International Projector Corp., was named chairman of this group. Members included O. B. Rendahl, National Carbon Division, Union Carbide and Carbon Corp.; Fred C. Matthews, Motiograph, Inc.; E. J. Vallen, Vallen, Inc.; Leonard Satz, Raytone Screen Corp.; and J. K. Elderkin, Forest Manufacturing Co.

Another task group, to recommend the best possible type of limitation order along the lines of L-325, is headed by Henry M. Fisher, DeVry Corp. NPA officials emphasized that they are not on the point of issuing such an order, but that such an order is probably inevitable sooner or later.

All 12 officials appointed to the task groups were at the meeting. The six other industry officials present today were: Jake Mitchell, Lavezzi Machine Works; Oscar F. Neu, Neu-Made Products, Inc.; Robert O. Walker, Walker American Corp.; Fred J. Wenzel, Wenzel Projector Co.; J. Robert Hoff, Ballantyne Co.; and Sam Sedran, Goldberg Brothers. Other members of this group are P. F. Thomas, Altec-Lansing Corp.; C. S. Ashcraft, C. S. Ashcraft Manufacturing Co.; W. D. Hausler, Century Projector Corp.; H. B. Engel, GoldE Manufacturing Co., and R. H. Heacock, RCA Victor Division, Radio Corp. of America.



Stanley Kramer's
Cyrano de Bergerac

Wins SEVENTEEN's January Picture-of-the-Month award.
Jose Ferrer's magnificent portrayal of Rostand's picaresque and poetic lover, Cyrano de Bergerac, of the big nose and bigger heart is
Tops in romance
Tops in action
Tops in appeal
A thrilling adventure for 7,500,000 teen-age girls.

seventeen
THE ENTERTAINMENT MAGAZINE FOR HIGH SCHOOL GIRLS

TOA Issue Before Compo

(*Continued from page* 1)

stood to be open to suasion. It is believed that an inclination to compromise is more or less universal among the members. However, the exact positions which the individual member organizations will take on the proposal remains to be seen. That a solution to the issue will be striven for, in terms of either concessions or compromise, seems certain.

TOA is still a *de facto* member of COMPO since its one-year membership in the all-industry organization has not been renewed. It could not be determined yesterday whether TOA's board representative, Samuel Pinanski, will enter the meeting intent on voting, notwithstanding the *de facto* membership. At the previous board meeting in November, however, Pinanski did not vote on any question in view of the uneasiness created by TOA's bid for an expanded board and the fact that the exhibitor organization had not renewed its membership in COMPO.

Because a critical aura has attached itself to the board meeting, which will resume tomorrow, Ned E. Depinet, president of COMPO, has extended to distribution presidents who have been closely watching developments an invitation to attend the proceedings. A COMPO spokesman reminded yesterday that the invitation was "just casual — nothing formal," and therefore it was not possible to indicate with certainty who among the presidents would be on hand. It has been policy for the COMPO board to open its meetings to industry executives who, while not board members, desired to "sit in."

Full attendance, either by "first-string" board members or their alternates, or both, was indicated for the meetings on both days. In addition to Pinanski and Gamble, TOA will be represented by Gael Sullivan who was elected an alternate. Depinet will preside and vote for the Motion Picture Association of America.

Though it has been indicated that some constituent members of COMPO concede that TOA has a strong argument in seeking representation for regional units on the board, there has been a general feeling of apprehension that were such an arrangement permitted a numerically unwieldly board could result. Not only would TOA and Allied States Associations regional units be entitled to individual representation, but so would the individual organizations making up the Motion Picture Industry Council and segments of other COMPO members that could be deemed "autonomous." TOA has 28 units and Allied has 22. The possibilities beyond these two point to a COMPO board of 100 or more voting members, including alternates, any one of which would be able to veto a proposal up for vote.

Were TOA's proposal greeted with flat refusal by the other charter members, and if TOA then severed all connection with COMPO, the Council, were it to continue, would hardly be an all-industry organization and its public relations efforts and activities in behalf of the remobilization emergency might be seriously jeopardized. It would certainly have to be replaced by another.

A number of other proposals, which are in line with COMPO's normal operations, also are on the agenda. These include reports by committees and steps to be taken in connection with the national emergency.

Theatre TV

(*Continued from page* 1)

break when future bids are made.

The FCC hearings were postponed when A. T. and T. and the networks got together and worked out an agreement among themselves on use of the intercity relay facilities.

The statement, filed by Marcus Cohn for TOA and NETTC, said that "Theatre television has developed to about the same point where television broadcasting was three or four years ago." TOA and NETTC admitted that theatre TV cannot yet use intercity transmission facilities on a regular or national basis, but said that it is still "essential that due consideration be given to its needs if a fair test of its potentialities is to be made."

Theatre TV requires a considerable investment, the Commission was told, and "many exhibitors are hesitant to commit themselves to the cost involved before they have some assurances that programs are available and that the means for the transmission of programs will be available at a reasonable cost." The statement said that TOA and NETTC believe that the ultimate solution is separate frequencies for theatre TV, but that in the meantime, until those frequencies are set aside, theatre TV is completely dependent upon A. T. and T. facilities.

The statement said that the experience of United Paramount Theatres indicated that use of A. T. and T.'s intercity video transmission facilities for theatre television is entirely dependent on what the networks are willing to leave over. It related how United Paramount tried to relay University of Michigan games from Detroit to Chicago on Nov. 4 and 11, applying for relay facilities as early as August.

"These plans were stymied," TOA and NETTC stated, "simply because all three links from Detroit to Toledo were contracted for by the networks. As a result, the regularity of programming which was a vital part of the United Paramount 'Big 10' theatre TV experiment was interrupted."

"The prospects of any of the networks relinquishing time to theatre television is even dimmer now than before, in view of the increased amount of network programming, especially in daytime hours. As a result, the amount of time left for theatre television experimentation during periods which are practical in terms of theatre operations is rapidly diminishing" the statement said.

WASHINGTON, Jan. 10.—The Federal Communications Commission today indefinitely postponed the hearings on intercity television relay facilities in order to observe the way the agreement between A. T. and T. and the networks works out.

Para.'s Branch Winners

Paramount's New Haven, Boston, Los Angeles, San Francisco and Seattle branches, in that order, were announced here as unofficial winners in the company's Pine-Thomas booking contest. Official designation of the winning branches will take place when all results are audited.



Stanley Kramer's
Cyrano de Bergerac

Is a proud winner of SEVENTEEN's Picture-of-the-Month award.
We know what your "say-so" means to millions of teen-age girls. Thank you for directing them so graciously to Cyrano de Bergerac starring Jose Ferrer. Directed by Michael Gordon.

A STANLEY KRAMER PRODUCTION
Released thru UNITED ARTISTS

Watch ALLIED ARTISTS'

SATURATION SEND-OFF

for 1951's FIRST BIG OUTDOOR HIT!

94 ROARING DAY & DATE OPENINGS set for **OKLAHOMA** starting **JAN. 14**

MOTION PICTURE HERALD says:
"Excellent...Producer Scott R. Dunlap provides a commanding Western melodrama that is a strong attraction for exhibitors...appears certain to run up a snug boxoffice score."

DAILY VARIETY says:
"Packs a maximum of fast-mounting suspense and action...will pay off with spectators."



Allied Artists presents

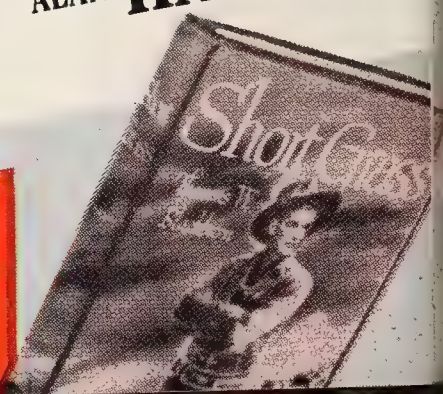
ROD CAMERON

in a **SCOTT R. DUNLAP** PRODUCTION

Short Grass

with **CATHY DOWNS** **JOHNNY MACK BROWN** **RAYMOND WALBURN** **ALAN HALE JR.**

Directed by Lesley Selander • Screenplay by Tom W. Blackburn



"One of the 10 greatest novels of the West ever filmed!"

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 69. NO. 9 NEW YORK, U. S. A., FRIDAY, JANUARY 12, 1951 TEN CENTS

$14,000,000 Suit Claims Are Wiped Out

Four Anti-Trust Actions Settled; 1 Verdict Hit

Distributor and exhibitor defendants have cleared anti-trust suit actions seeking an aggregate of $14,000,000 in treble damages from court calendars in recent weeks, it was learned yesterday.

Out-of-court settlements for a small fraction of the damages sought eliminated three separate trust actions, while a fourth was settled by distributors through equalizing a local clearance and availability problem. On a fifth front, distributors moved to have a $1,125,000 verdict awarded a plaintiff in Kansas City set aside.

The $11,250,000 treble-damage anti-trust action which Jack Y. Berman filed on the Coast in 1946 against 14 distributors and circuits has been settled out of court for approximately $150,000, it was learned here.

The settlement was made some months ago, approximately half of it having been borne by 20th Century-Fox and its subsidiaries, National Theatres and Fox West Coast Thea-

(*Continued on page 4*)

NCA Group to See M-G-M, 20th Today

The meeting of North Central Allied's committee on rentals with M-G-M, scheduled for yesterday, was postponed until today. The Minnesota group, headed by Henry Greene, will also meet with 20th Century-Fox distribution representatives today.

The NCA group, which also includes Stanley Kane, executive coun-

(*Continued on page 4*)

Tenn. Bills Would Discipline Drive-Ins

NASHVILLE, Jan. 11.—Two measures to regulate drive-in theatres in Tennesee for allegedly showing "sexy" films banned in city theatres have been introduced in the state legislature.

The Knox County delegation, in which Knoxville is located, is proposing "a county board of censorship to pass on movies offered at outdoor drive-ins." The board would consist of five members who would serve without pay. Anderson County delegates, in which Oak Ridge is located, ask a complete ban on Sunday drive-in operation.

Popkin Okays UA Release

The announcement by United Artists yesterday that Harry M. Popkin's "The Second Woman" has been set for release on Feb. 9 may mark the end of UA's dearth of product.

Popkin is one of a number of independent producers normally releasing through UA who have been withholding completed product pending clarification of the company's plans and prospects, both in distribution and in the financing of future independent ventures.

With Popkin evidently willing to go along with UA, the prospect is brighter for his fellow independent producers to follow suit, trade observers believe.

A shortage of top quality features for release has been one of UA's major problems and the Paul V. Mc-

(*Continued on page 4*)

Phonevision Fare For Next Week Set

CHICAGO, Jan. 11. — Phonevision test film fare for the next week will include two M-G-M films, one from Eagle-Lion Classics, three from Warners, one from Paramount, and two from RKO.

Film, product, and year produced are as follows: "Song of the Thin Man," M-G-M, 1947; "That Hagen Girl," Warners, 1947; "Bride Goes Wild," M-G-M, 1948; "Man From Texas," Eagle-Lion Classics, 1948; "Winter Meeting," Warners, 1948; "Where's There's Life," Paramount, 1947; "Hunchback of Notre Dame," RKO; "Romance on the High Seas," Warners, 1948; and "I Remember Mama," RKO, 1948.

COMPO ACCEPTS TOA'S PROPOSAL

Safety Film Making Aided By NPA Order

Washington, Jan. 11. — The National Production Authority today issued an order designed to assure supplies of refined methylene chloride for the manufacture of motion picture safety film and other photographic and X-ray film.

Film companies recently told the agency that shortages of the refined grade of the solvent were threatening their output of safety film. Today's NPA order, designated as M-21, requires written certification from anyone buying the refined grade for the manufacture of photographic film or medical or industry X-Ray film, stating that the material will be used exclusively for such purposes.

Fewer NPA Appeals On Constructrion

WASHINGTON, Jan. 11.—The number of "hardship" appeals from the National Production Authority's construction limitation order has fallen off sharply in the last week or 10 days, NPA officials said.

They added they expect the number of appeals to continue to fall until a rock bottom "minimum" is hit. They

(*Continued on page 2*)

Allied Opposes Plan to Enlarge Board But Withholds Vote, Veto

By a vote of six to nothing, with three abstentions, the executive board of the Council of Motion Picture Organizations yesterday recommended that the COMPO by-laws be amended to admit every local and national exhibitor organization to COMPO and they be given the same voting rights and privileges as each present charter member of the all-industry organization, as proposed by Theatre Owners of America. The recommendation is subject to ratification by COMPO's constituent members' own boards.

This action, taken on the first day of a scheduled two-day COMPO board meeting at the Hotel Astor here, represented a clear-cut victory for TOA. Barring unforeseen developments, the way has been opened for individual voting representation on the board for each of TOA's 28 regional units, a condition for which TOA made a determined drive that threat-

(*Continued on page 4*)

New Franchise Co. Acquires 51 Films

HOLLYWOOD, Jan. 11. — Harry Thomas, president of Essex Films, has contracted for the purchase of 51 feature negatives from Pathe Industries preparatory to launching a new national producing-releasing organization.

Thomas recently completed a tour during which he conferred with sev-

(*Continued on page 4*)

Kansas City MPA Reelects Rhoden

KANSAS CITY, Jan. 11.—Elmer Rhoden, head of Fox Midwest, was re-elected president of the Motion Picture Association of Greater Kansas City at a board meeting here yesterday. Other officers elected were Arthur H. Cole and Stanley H. Durwood, vice-presidents; Senn Lawler, secretary, and Sam Abend, treasurer. The latter two were re-elected.

The association announced that it has presented a 16mm. projector to the local American Cancer Society chapter and that its members will participate in the infantile paralysis drive and in civil defense activities.

Midwest Highway Billboard Campaign Mapped for Drive-Ins Next Summer

Kansas City, Jan. 11.—A coordinated campaign by drive-in operators of the Midwest to stir interest when the 1951 season opens, is being developed under the sponsorship of Jack D. Braunagle, manager of drive-in operations of Commonwealth Theatres, here. Braunagle is arranging for the production of one-sheet, three-sheet and 24-sheet posters to be made available to participants as the backbone of the campaign.

Numerous boards have already been contracted for display of the larger posters. The copy on the posters, as now planned, will be a picture of a motor car carrying a family (and dog), with the text "The Whole Family Will Enjoy a Drive-in Movie Tonight!" It is estimated there will be 50,000,000 automobiles on American roads next summer.

The proposed plan for the Kansas-Missouri and other Midwest areas, called for posting of the advertising on May 15, carrying through to July 1 and to produce simultaneous appearance on all highways of the several states.

Personal Mention

MAX E. YOUNGSTEIN, Paramount advertising and publicity vice-president, has returned here from the Coast.

•

CHESTER BAHN, editor of *Film Daily,* recovering from an appendectomy at South Nassau Communities Hospital, Oceanside, L. I., is expected to return to his home this weekend.

•

JOHN JENKINS of Jenkins and Bourgeois Astor Pictures Co. of Dallas, has arrived in New York for product talks with R. M. SAVINI, president of Astor Pictures Corp.

•

JAMES CUNNINGHAM, news editor of MOTION PICTURE DAILY, is in Westchester Square Hospital, the Bronx, for a checkup.

•

BERNARD KRANZE, ELC general sales manager, has returned to New York from Dallas, Oklahoma City and Memphis.

•

DAN S. TERRELL, M-G-M exploitation department head, leaves here by plane tomorrow for the Coast.

•

CHARLES SCHNEE has acquired the screen rights to the late SHERWOOD ANDERSON's "Seeds."

•

ARTHUR FREED, M-G-M producer, will arrive here from the Coast next week for a brief stay.

N. Y. Critics' Awards Set for Music Hall

The New York Film Critics Awards for 1950 will be presented publicly from Radio City Music Hall's stage Sunday evening, Jan. 28, it was jointly announced by the critics and G. S. Eyssell, president of the Music Hall.

Bette Davis, judged best actress; Gregory Peck, best actor; and Darryl F. Zanuck and Joseph L. Mankiewicz, respectively producer and director of "All About Eve," voted top picture, will appear on stage to receive the awards.

M-G-M Promotes Two In Foreign Posts

I. Cohen, manager of M-G-M in the Philippines, has resigned for reasons of health effective April 7. He will be replaced by Alvin Cassell, promoted from manager in the West Indies. George Chasanas, manager of M-G-M in Egypt, also has resigned and will be succeeded by Robert Schmitt, manager at Puerto Rico. Schmitt will be replaced by Joseph Blair, now an assistant in the M-G-M office in Spain.

Goddard Services

PORTLAND, Me., Jan. 11.—Funeral services for Charles W. Goddard, 71, author of "The Perils of Pauline" and other serials of the silent screen, will be held here Saturday. Goddard died of pneumonia in Miami yesterday.

Review

"I'd Climb the Highest Mountain"

(20th Century-Fox)

THE apparently limitless number of exhibitors who report their audiences are insisting upon more family-type attractions get an answer in "I'd Climb the Highest Mountain." The response in those situations where this demand exists should reflect itself accordingly.

This is about a Methodist minister, a circuit rider, in a small community in the hill country of North Georgia in 1910. William Lundigan is the preacher and Susan Hayward, his bride from the big city. The story, covering a span of three years, is a series of episodes depicting the adjustments which Miss Hayward must make in surroundings foreign to her and how she makes the final grade in situations and conditions unmatched in her experience.

These experiences, of course, tie to the lives and ways of the homespun hill people who make up Lundigan's congregation. As their minister, he is by their side in happy times and on call when tragedy, in the form of an epidemic, strikes their ranks. Through good and bad days, Lundigan gets to know his people better. In turn, they learn to respect him and appreciate his wife. Miss Hayward develops a full comprehension of her husband's obligations and duties and an abiding affection and appreciation of his flock.

The mood throughout is unhurried. There is a bucolic flavor about this film which is faithful to the kind of story being told. There are no outstanding or overwhelming climaxes, the closest being the one in which Miss Hayward loses her child in a premature birth.

"I'd Climb the Highest Mountain" is very much in the nature of a pastoral. For those who want such a film, this will be very serviceable. The greatest strength to be developed by this attraction will be found outside the major cities.

Production in Technicolor appears faithful to the period embraced. Performances are standard by a cast which also includes Rory Calhoun, Barbara Bates, Gene and Kathleen Lockhart; Alexander Knox, who deserved more to do; Lynn Bari and Ruth Donnelly. Henry King directed from a script by Lamar Trotti, who also produced, from a novel by Corra Harris.

Running time, 88 minutes. General audience classification. For February release.

RED KANN

Coast House Replies To Price Protests

HOLLYWOOD, Jan. 11.—The Baldwin Theatre, Fanchon and Marco 1,800-seater which last Saturday inaugurated a new price policy with adults admitted at all hours for a flat half-dollar and accompanying children free, has been subject to protests to management by other exhibitors and circuits, according to Marco Wolff, Fanchon and Marco vice-president, who has issued a statement in reply.

The statement read in part, "Our decision was based entirely upon the theory that . . . something must be done to change the current situation if theatre business is to continue prosperously. This is entirely an experiment aimed at counteracting the away-from-theatre trend. If it proves wrong we will return to our original scale, but I don't think we're wrong. If present business is the criterion, we may be right."

NPA Appeals

(*Continued from page* 1)

now are getting at most about 25 to 30 appeals a week from all types of entertainment enterprises, including theatres, compared to over double that amount a while back.

They explained that a big batch of appeals came in soon after the order went into effect from theatre companies and other entertainment firms who were well along in their plans and had made considerable preparation or commitments, even though they didn't meet the NPA technical definition of already having "commenced construction." This type of "hardship" accounts for practically all the appeals received by NPA so far.

178 Showings for 'Mountain' Are Set

The 37 exchange areas of 20th Century-Fox will play host to thousands of exhibitors, newspaper representatives, radio commentators, heads of women's clubs and clergymen, via a series of "Exhibitor Family" showings of the Technicolor film "I'd Climb the Highest Mountain," Andy W. Smith, Jr., vice-president and general sales manager, announces.

The company has selected 178 cities in which it will schedule its theatre showings. These will be in addition to the regular trade showings in each of the company's 37 exchange centers, it was announced.

Katz, Glass to Coast

Sam Katz, partner in the Stanley Kramer Co., and George Glass, vice-president, left here yesterday for the Coast after participating in negotiations for Columbia's release of Kramer product. Sam Zagon, Kramer Co. attorney, will remain in New York for the closing of the deal. Katz and Glass will stop over in Chicago. Kramer left for the Coast Wednesday.

Jacon Returning Here

SAN FRANCISCO, Jan. 11.—Bernard Jacon, head of Lux Films, will leave here tomorrow for New York after conferences on the distribution in this area of the Italian film, "Bitter Rice," with Herbert Rosener.

Scanlon on AMPP Board

HOLLYWOOD, Jan. 11.—Ernest L. Scanlon has succeeded Gordon Youngman as RKO representative on the Association of Motion Picture Producers board of directors.

NEWS in Brief . . .

ALBANY, Jan. 11.—The Colonial, which has been operating chiefly on a foreign film policy, with vaudeville one day weekly, has been closed by Harry Eisenstein.

•

Albany, Jan. 11.—Harry Alexander, former Eagle Lion Classics' representative here, will join the local Universal branch as salesman on Monday, succeeding Robert Ferber, who is now Universal's manager in Trinidad.

•

SAN FRANCISCO, Jan. 11.—Leo Reese, owner of the Orpheum Theatre, Lakeport, Cal., died at his home there recently.

•

Brig. Gen. (retired) Edward Lyman Munson, formerly director of NBC's film division and for several years a 20th Century-Fox executive, has been appointed director of television operations for the network.

NEW YORK THEATRES

RADIC CITY MUSIC HALL
Rockefeller Center
RUDYARD KIPLING'S "KIM"
Errol FLYNN - Dean STOCKWELL
Color by TECHNICOLOR
A METRO-GOLDWYN-MAYER PICTURE
and THE MUSIC HALL'S GREAT
CHRISTMAS STAGE SHOW

Paramount presents "BRANDED"
Color by Technicolor
starring ALAN LADD
with MONA FREEMAN · CHARLES BICKFORD
PARAMOUNT TIMES SQUARE
In Person KAY STARR
plus DICK BROWN
JOHNNY MORGAN
THE CLARK BROTHERS
JERRY WALD and Orch.
Midnight Feature Nightly

The Mudlark
20th CENTURY-FOX
RIVOLI
BROADWAY AT 49th ST.

HOWARD HUGHES' production
Vendetta
starring FAITH DOMERGUE
Brandt's Globe B'way at 46th

ROXY 7th AVE. & 50th ST.
Plus A Great Stage Show!
HALLS OF MONTEZUMA
20th CENTURY-FOX
TECHNICOLOR

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HARVEY Holdovers are multiplying like Rabbits!



2nd... 2nd week in Grand Rapids, Cleveland, Chicago, Sacramento, Portland, Milwaukee, Buffalo, Champaign, Salinas, Boise, Salt Lake City, San Jose, Savannah, Dayton, St. Louis, Dallas, Tulsa, Atlanta, Syracuse, Nashville, St. Petersburg, Pittsburgh.



Universal-International presents

HARVEY

Starring JAMES STEWART

with JOSEPHINE HULL • CHARLES DRAKE • CECIL KELLAWAY
JESSE WHITE • VICTORIA HORNE • WALLACE FORD *and* PEGGY DOW

From the play written by MARY CHASE and produced by BROCK PEMBERTON • Screenplay by MARY CHASE and OSCAR BRODNEY • Produced by JOHN BECK • Directed by HENRY KOSTER

Don't fence harvey in. Plan now for *Extra* playing time!

COMPO Meet

(*Continued from page* 1)

ened to split COMPO wide open and cause its dissolution.

Arch-opponent of the TOA proposal was Allied States Association. But Allied declined to exercise its veto. It went on record however as opposed to the motion, which was introduced by Max A. Cohen of the New York Independent Theatre Owners Association, recommending the by-laws change.

The motion was as follows:

"In order to enlist the widest support of COMPO, it is hereby moved that, subject to admission by an appointed committee, every local and national exhibitor unit be admitted to COMPO and given the same voting rights and privileges as each present charter member of COMPO."

Voting in favor of the motion were: Metropolitan Motion Picture Theatres Association, Society of Independent Motion Picture Producers, TOA, ITOA, Variety Clubs, and the Motion Picture Industry Council.

In addition to Allied, the Motion Picture Association of America, which was represented at the board meeting by Ned E. Depinet, COMPO president, and the Trade Press abstained from voting. The Pacific Coast Conference of Independent Theatre Owners was not represented at the meeting. Rotus Harvey, PCCITO's representative on the COMPO board, was unavoidably detained on the Coast.

"I think," said Depinet in a statement released at the conclusion of yesterday's meeting, "that every member of COMPO and the entertainment industry can be heartened by the desire that was evidenced by all attending the meeting to resolve COMPO's difficulties and to arrive at agreements that would permit COMPO to function with the efficiency originally planned for it."

The statement continued: "At all times the discussion of the TOA proposals was marked by a sober sense of responsibility and an awareness of the industry's obligation to present a united front in the present national emergency.

"All sides of the question were presented and all representatives on the executive committee were heard."

Representing TOA at the meeting were that organization's president, Samuel Pinanski, Ted Gamble, chairman of its COMPO committee, and its executive director, Gael Sullivan. They were accompanied by Herman M. Levy, TOA general counsel.

Allied's general counsel and board chairman, Abram F. Myers, presented the bulk of that organization's arguments opposing the acceptance of TOA's proposal. Officially representing Allied at the meeting were Trueman Rembusch, president, and Nathan Yamins, both of whom were appointed to the COMPO board. Wilbur Snaper was an Allied observer.

Regional Units

Against TOA's 28 regional units, Allied has 22.

The morning session of yesterday's board meeting was given over to discussion and argument by TOA and Allied representatives of the position of their respective organizations with respect to the board change proposal.

The meeting was opened by Depinet with a strong plea for an amicable settlement of the issue introduced by TOA. He introduced Arthur L. Mayer, COMPO executive vice-president, who presented a report whose details were withheld from the press but which Depinet said indicated that "COMPO is pretty well stymied." Depinet said he could see no purpose in proceeding to other meeting business until "the road block is cleared."

Depinet introduced Gamble who presented TOA's proposal, the essential points of which have appeared in the trade press. Those points coincide in every respect with those embodied in the motion which was passed yesterday.

Depinet's Opening Address

In his opening address Depinet said: "It is difficult to describe to you gentlemen the feeling of frustration I have when I stop to think that during my tenure of office, valuable weeks have been lost in COMPO's progress because of a controversy regarding organization. If the controversy revolved around the settlement of a problem created by outside forces, I could look at it objectively, but because our problem arises from within our industry it is, for me, hard to take. That it comes at a time when I hoped we were on the threshold of a new era of industry friendship and cooperation is discouraging and disillusioning."

He said he saw the problem as being of no great moment in itself "and surely it should not be insurmountable."

Present at the meeting were: Allied—Rembusch, Yamins, Myers, Snaper; ITOA—Harry Brandt, Cohen; MMPTA — Leo Brecher, Oscar A. Doob; MPAA—Depinet: MPIC—Art Arthur; SIMPP—Ellis G. Arnall; TOA—Pinanski, Sullivan; Trade Press—Abel Green, Martin Quigley; Variety Clubs—Robert J. O'Donnell, Marc Wolf.

Present also, principally as observers were the following: Nicholas M. Schenck Barney Balaban, Jack Cohn, Andy W Smith, Jr., Austin W. Keough, Leonard Spiegelgass, Joseph Hazen, Si H. Fabian Gamble, John J. O'Connor, Maurice Bergman, Sidney Schreiber, Levy, Theodore R Black, Joyce O'Hara and Robert J. Rubin



Lewis A Vice-President

Roger Lewis, account executive and creative head of the Monroe Greenthal Co., Inc., has been named a vice-president.

Suit Claims

(*Continued from page* 1)

tres, which three were the principal defendants. The exact amount these three settled for totaled $75,075.

The action, commenced in December, 1946, in the U. S. District Court for the Southern District of California, Central Division, was entitled Jack Y. Berman et al, versus 20th Century-Fox et al. The complaint alleged in substance that the plaintiffs, operators of two theatres located in the suburbs of San Diego, were required to play pictures in these houses later than the FWC theatres in San Diego, and that the distributors otherwise discriminated in favor of FWC. In addition to the treble damages of $11,250,000, plus costs and attorneys' fees, an injunction was requested against the alleged discriminations.

B & K, Distributors Settle Two Suits

CHICAGO, Jan. 11.—Two anti-trust suits involving Balaban & Katz and major distributors have been settled here. One, filed by the Lawndale Theatre, sought triple damages of $1,540,000. Charles and Herman Nelson brought the suit in 1948. The other filed last year by Edwin Silverman of the Aurora (Ill.) Theatre Operating Co., sought treble damages of $990,000 on behalf of the Isle Theatre, Aurora. Settlement terms were not disclosed.

4 Distributors Settle Centreville, Md., Suit

WASHINGTON, Jan. 11.—Four distributors have settled their end of a $150,000 damage and injunction suit brought against them and two theatre-operating film salesmen by the Center Theatre of Centreville, Md.

The Center brought the suit against Paramount, 20th Century-Fox, RKO and Columbia, and F. B. Klein, a salesman for Fox, and Charles Wingfield, a salesman for Columbia. Klein and Wingfield operate theatres in Church Hill and Chestertown, Md.

The four distributors, it was learned, have agreed to make pictures equally available without any clearance in five closely-bunched towns on Maryland's Eastern Shore. The suit is still pending against Klein and Wingfield.

Seeks to Set Aside $1,125,000 Award

KANSAS CITY, Jan. 11.—A motion seeking to set aside the $1,125,000 verdict awarded to the Brookside Theatre Corp. in treble damages in its anti-trust suit against Fox Midwest Amusement Corp. and major distributors has been filed in Federal court here by nine film companies.

The motion asks also for a new trial in the event the first plea is denied. The verdict was returned Dec. 30 after a seven-week trial. Attorneys said the verdict should be set aside because it was contrary to the law and the evidence. It was charged that attorneys for the plaintiff corporation made "highly prejudicial" remarks in closing arguments to the jury.

Crosby Salute Over BBC

The British Broadcasting Corp. has made arrangements to re-broadcast the "Salute to Bing Crosby" program heard over CBS Tuesday night.

Mid-South Allied to Conduct Clinics

MEMPHIS, Jan. 11.—A series of film clinics in Tennessee, Arkansas and Mississippi was announced today by the Mid-South Allied board of directors, the first to be held Feb. 19 in Pocahontas, Ark. Dates for the Tennessee and Mississippi clinics were not set.

The board at its meeting also voted to send John Mohrstadt, Mid-South president, and Arthur Rush, Mid-South manager, to the national Allied board of directors meeting in Washington, D. C., next month.

Talk Variety Clubs' Convention Plans

PHILADELPHIA, Jan. 11.—Plans for the forthcoming 15th annual international convention of Variety Clubs were discussed by Marc J. Wolf, international chief barker, Col. William McCraw, international executive director, and Charles E. Lewis, international press guy, at a meeting here of the Philadelphia Variety Club Tent No. 13, which will be the convention host.

The climax of the convention, to be held here May 9-12, in the Bellevue-Stratford Hotel, will be the midway banquet on May 12, at which the annual Humanitarian Award will be made for 1950.

Cinema Lodge Sets 'Mel Allen Night'

New York's Cinema Lodge of B'nai B'rith will feature a Mel Allen Night highlighting the activities of the B'nai B'rith Youth Organizations at the Hotel Henry Hudson Jan. 16, Albert A. Senft, president of the Lodge announced. Jack H. Levin and Richard Malkin are chairman of the meeting.

NCA Group

(*Continued from page* 1)

sel, Ted Mann and Ernie Peaslee, has been in New York for the past week conferring with distribution executives. A plan for "fair rentals" for smaller exhibitors is understood to be under discussion.

New Franchise

(*Continued from page* 1)

eral franchise distributors who, he said, are preparing to join in a partnership of "First Division Exchanges." The Essex president was scheduled to be in San Francisco today for conferences with potential franchise holders there and will return to his headquarters here on Monday.

UA Release

(*Continued from page* 1)

Nutt management has not yet come through with a comprehensive plan for assuring a steady flow of product for the company.

"Second Woman," produced for Popkin by Mort Briskin and directed by James Kern, co-stars Robert Young and Betsy Drake. In announcing the pictures' release, Gradwell Sears, UA distribution head, said that it will be backed by a nation-wide promotion campaign. It is the company's first picture to be set for 1951 release.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 69. NO. 10 NEW YORK, U.S.A., MONDAY, JANUARY 15, 1951 TEN CENTS

COMPO Reverses Self; Adopts New Board Plan

Offered By Allied, It Achieves TOA's Aim In Providing for Board Membership for Regionals, But Adds Executive Committee

At its second consecutive day-long meeting at the Hotel Astor here on Friday, the executive board of the Council of Motion Picture Organizations eradicated the organizational plan it adopted on Thursday and substituted a new plan calling for changes in COMPO's corporate structure to permit enlarged participation by local and regional exhibitor groups.

The new plan was authored by Allied States Association, and although the Theatre Owners of America-sponsored plan adopted the day before was rescinded on Friday, the final result in broad terms was what TOA had sought, nevertheless, namely, an expanded corporate structure for COMPO.

However, instead of simply a board enlarged to accommodate individual exhibitor units' representation, as TOA had proposed, the setup will consist of both a board and an executive committee, the latter to consist of the voting membership of the existing executive board plus a maximum of seven representatives from Allied, seven from TOA and seven to be elected at large by the new board.

While the executive committee will be limited to a total of 31 members, the new board of directors will have an unlimited number of members, depending on the number of member groups and organizations in COMPO. The new corporate structure plan is subject to ratification by COMPO's constituent members' own boards, as the discarded plan adopted on Thursday was to have been.

Majority vote will rule on all issues handled by the new board. For

(*Continued on page 4*)

Censorship of TV Films Up To High Court

DuMont, Others Oppose Pa. Censor Board Appeal

WASHINGTON, Jan. 14.—The Supreme Court was told Friday that state censor boards should not be allowed to control films broadcast over television stations because the Federal government already exercises such control through the Communications Act.

Allen B. DuMont Laboratories, Inc., Philco Television Broadcasting Corp. and other television broadcasters made the statement in asking the High Court to turn down an appeal by the Pennsylvania State Board of Censors from a ruling of the Third Circuit Court that the board could not censor TV films.

The broadcasters, who went to court against the attempt of the state board to censor their films and won in both the District and Circuit court, said the censors had not made their

(*Continued on page 4*)

UAPrincipals To Meet Here

Mary Pickford, Charles Chaplin, Paul V. McNutt and others identified with the ownership and management of United Artists are scheduled to meet here on Wednesday to make decisions with respect to the future of the company.

It is expected that proposals made by the outsiders in recent months for revitalizing the company, including the one by independent distributor Jacques Grinieff which now is being weighed on the Coast, will be evaluated at the forthcoming meeting. It will be a formal gathering, and in that connection has been defined as a stockhold-

(*Continued on page 4*)

Sue Mono. on TV Lease of Story

LOS ANGELES, Jan. 14.—In the first case of its kind filed here, writer True Boardmann and Mrs. Grover Jones, the latter representing her late husband's estate, brought a Superior Court action against Monogram seeking damages totalling $50,000 on the charge the studio wrongfully converted a Board-Jones literary property, "Son of the Navy," by leasing the picture, made in 1940, to television stations.

Conservation Is Key To Shortages in Equipment Industry

WASHINGTON, Jan. 14.—Shortages of cobalt may prove one of the toughest problems facing the theatre equipment industry right now, it is reported.

The metal is used in the manufacture of speakers and several other types of sound equipment. Members of the National Production Authority's theatre equipment advisory committee, at last week's meeting with NPA officials, complained bitterly of

(*Continued on page 4*)

Query Colleges on Foreign Film Use

The commercial potentialities for foreign language films in this country's 563 colleges and universities are to be determined by B. Bernard Kreisler, executive director of the Motion

(*Continued on page 4*)

Paul Short Named NSS Div. Manager

Paul Short has been appointed National Screen Service division manager with headquarters in Dallas, Herman Robbins, president, announced Friday.

Short held a similar position with the company from 1936 to the outbreak of World War II when he joined the Armed Forces. Following his discharge he was active in production. Among the films he produced and wrote were "Bad Boy" and "Variety Girl."

Higher U.S. Ticket Tax May Be Proposed Soon

WASHINGTON, Jan. 14.—With both the President and his Council of Economic Advisers plugging for higher excise taxes in their annual economic reports to Congress on Friday, the question still remain whether the admission tax is to be one of the excise levies on which the Administration will recommend a boost.

The answer probably won't be known for another two weeks or more, not until the Administration submits its detailed tax proposals to Congress. On the one hand is the Administration's need for revenue; on the other hand is the already high rate of the admission tax. One thing is clear, however: the industry's recent campaign to cut the tax probably will stand it in good stead if an admission tax increase should be proposed and if the industry should decide to fight the increase in Congress.

The President may go into some detail in his budget message tomor-

(*Continued on page 4*)

B-K Theatre Scores TV 1st on Disaster

Chicago, Jan. 14.—Balaban and Katz' "Big Screen" television scored another first here when a mammoth fire in Chicago's warehouse district just outside the Loop was flashed on the screen of B. & K.'s Tivoli Theatre on Friday.

B. & K.'s television station, WBKB, had been carrying the fire direct from the scene and in the afternoon B. & K. officials decided to interrupt the regular screen program at the Tivoli and put the disaster on the screen for about half an hour. This is the first time—here in Chicago, at least—that a local disaster has been televized in a motion picture theatre.

Kramer-Col. Signing In Few Weeks: Zagon

Conjecturing that the signing of the Columbia contract for release of Stanley Kramer Co. product is "a few weeks removed," Sam Zagon, Kramer attorney, left here at the weekend for the Coast to rejoin partners Stanley Kramer and Sam Katz and the producing firm's vice-president, George Glass, for further discussion of the deal.

Signing of the agreement will take

(*Continued on page 4*)

Sees Over 50% Cut In TV Production

A cut of more than 50 per cent in the production of television sets in 1951 was predicted at the weekend by F. M. Sloan, manager of the Westinghouse television-radio division.

Speaking at a television distributor meeting here, he said that "under present conditions, only 3,000,000 sets can be built by the industry this year" compared with 7,500,000 made in 1950.

ECA Allots $165,500 More for Germany

WASHINGTON, Jan. 14.—The Economic Cooperation Administration today belatedly announced another $165,500 of film guaranty contracts for distribution of films in Germany during 1950, bringing the total of ECA film guaranties for 1950 distribution to $3,105,950.

Earlier, ECA had in two separate releases announced $2,940,430 of guaranty contracts, covering out-of-pocket costs plus a portion of original expenses on certain films distributed in Germany. Today's announcement gave another $2,750 to Warner Brothers to cover an entertainment short; another $28,000 to Monogram for the feature "Sunbonnet Sue"; another $60,250 to RKO for five documentary and six entertainment shorts; and another $74,500 to Universal for seven documentary and three entertainment shorts.

ECA is now working on its 1951 program, with officials indicating that the total for 1951 may be "slightly less" than the high 1950 figure.

20th Readies 'Bird' Press Books for Feb.

A comprehensive press book will be published for 20th Century-Fox's "Bird of Paradise" outlining in detail to exhibitors throughout the country the workings on local levels of the manifold tie-ups arranged for the film. The press books will be published early in February, almost two months before the film's Easter release, the company reported.

Over 40 national promotions will be carefully detailed, with explicit instructions as to how to make them work to advantage in local situations, it was announced.

U-I's 'Gun' to Bow In Miami Jan. 26

Universal - International's "Under the Gun" will have an all-state Florida world premiere starting in Miami, Jan. 26, backed by the personal appearance of Richard Conte, who stars in the film, and U-I featured players Jean Mills and Bridget Carr. Conte will go to Florida several days in advance of the Miami opening at the Carib, Miami and Miracle theatres there.

Personal Mention

WILLIAM ZIMMERMAN, RKO Pictures' sales executive, is slated to leave here today by plane for a week's stay on the Coast.

•

KATHLEEN BOURNE, FRED YOUNG and CYRIL CAMBRIDGE, heads of the story, camera and electrical departments, respectively, of M-G-Ms' British studios, are in Hollywood from London for a two-week business stay.

•

RUBE JACKTER, Columbia assistant general sales manager, left here over the weekend for a tour of Midwest exchanges on the "Montague Sweepstakes" campaign.

•

DAVID A. LIPTON, Universal Pictures' vice-president in charge of advertising and publicity, is due to arrive here today from the Coast.

•

JULES LAPIDUS, Warners' Eastern and Canadian division sales manager, is slated to leave here today for Cincinnati and Indianapolis and will return next Monday.

•

BEN M. COHN, Universal-International foreign department executive, will speak at the Advertising Club in New Haven today.

•

LEE KOKEN, head of RKO Theatres' vending department, has returned to New York from Chicago.

ALFRED E. DAFF, Universal-International director of world sales, CHARLES J. FELDMAN, domestic sales manager, and MAURICE A. BERGMAN, home office executive, were in Cincinnati from New York over the weekend.

•

ROBERT M. WEITMAN and MAX FELLERMAN, of United Paramount Theatres, returned to New York yesterday following a week's tour of the Tenarken Circuit.

•

HUGH OWEN, Paramount's Eastern and Southern division manager, is in New Orleans today from New York for a sales meet. Atlanta has been cancelled from his itinerary.

•

RICHARD A. HARPER, M-G-M circuit sales representative, has returned here from a visit to Milwaukee and Chicago.

•

DENNIS L. SMITH, manager of the Venezuelan branch of the Western Electric Company (Caribbean), has left New York to return to Caracas.

•

E. S. GREGG, vice-president of the Westrex Corp., is in Hollywood from New York.

•

JOHN STURGES, M-G-M director, is due in New York today from the Coast.

Massachusetts Bills Aimed at Theatres

BOSTON, Jan. 14.—Additional bills hitting the film industry have been proposed in the Massachusetts state legislature.

One calls for censorship of films, television, stage shows and other entertainment, while another is designed to regulate billboard advertising. Two others would license drive-ins and would prohibit drive-ins close to schools, churches, hospitals and certain other public buildings.

Another, House Bill 2003, proposes that the Lord's Day laws be made applicable to all legal holidays. This would affect theatres which open before noon on holidays. House Bill 820 petitions the state to extend the "one day's rest in seven" law to motion picture operators and is backed by the Massachusetts Federation of Labor. House Bill 1346 proposes an amendment to the general laws prohibiting any theatrical or motion picture theatre from requiring any employee who works on Sunday to work more than six days in any one week.

94 Films Reviewed By Chicago Censor

CHICAGO, Jan. 14.—Chicago's motion picture censor, Police Captain Harry Fulmer, reports that his bureau reviewed 94 films in December, classifying one American and four Mexican pictures "for adults only."

During the 12 months of 1950, Fulmer's office reviewed 1,163 films, labeling 46 of them "for adults only," and rejecting only one.

Ask Restoration of N. C. Theatre Tax

RALEIGH, Jan. 14.—Restoration of a "fair tax" on North Carolina's motion picture theatres is one of the proposals advocated by Governor Scott in his budget message in which he asked that $38,000,000 in additional revenue be raised in the next two fiscal years.

"The theatres persuaded the Legislature of 1943," the Governor said, "that they faced great hardships as a result of World War II and got their gross receipts tax removed. The theatres were not affected as represented, but they are continuing to enjoy special tax privileges.

"The Tax Research Dept. estimates that a three per cent gross receipts tax would yield $537,074 a year after allowing for offsetting present license taxes. The department also estimates that a 10 per cent levy would yield $2,463,931 a year over present license taxes. This would not be a new form of taxation but a restoration of a tax from which a business was excused because it claimed a hardship which did not materialize," Gov. Scott said.

Industry Firms Up To Record 14,900

WASHINGTON, Jan .14.—The number of firms in the motion picture industry continued to increase during the second quarter of 1950, rising to a record number of 14,900, the Commerce Department reported. This compares with 14,600 at the end of the first quarter. There were 500 new firms during the second quarter of 1950 and 200 discontinued firms.

Newsreel Parade

PRESIDENT TRUMAN presenting Medals of Honor and Gen. Eisenhower on tour of Atlantic Pact nations mark current newsreel highlights. Other items include the fighting in Korea, sports and fashions. Complete contents follow:

MOVIETONE NEWS, No. 5 — Truman presents Medals of Honor. Eisenhower tours Europe. Gen. Chiang honors heroes. Production of B-36's. "Halls of Montezuma" premieres. Sports.

NEWS OF THE DAY, No. 239—War report from Korea. Congressional medals for Korea heroes. Fighting spirit in Formosa. Eisenhower in Europe. Beach fashions. Glasgow University has 500th anniversary. Sports.

PARAMOUNT NEWS, No. 42 — Lloyd Mangrum wins Los Angeles open. People in the global spotlight: George Marshall, Anna Rosenberg, Robert A. Taft. U. N. troops face new assault. Water sport.

TELENEWS DIGEST, No. 2-B — News report from Korea. Eisenhower begins tour of Europe. U. S. troops take over Vienna guard. Fighting in Indo-China. Your Host wins Santa Catalina Handicap.

UNIVERSAL NEWS, No. 421—President Truman gives Congressional Medals of Honor. Eisenhower begins tour of Atlantic Pact nations. Beach fashions. Sport news.

WARNER PATHE NEWS, No. 44 — Korea report. Truman presents Medals of Honor. Eisenhower in Europe. Secretary Marshall asks 18-years-olds draft. Premiere of "Operation Pacific." Crisis talks in London. Sports.

'Smear' Victims May Get New Hearings

WASHINGTON, Jan. 14.—The possibility that the House Un-American Activities Committee might reopen its hearings on Communism in Hollywood, mainly to give some of the industry people charged with Communism a chance to set the record straight, was raised recently as the committee made public testimony given at two secret sessions by Edward G. Robinson.

Robinson requested an opportunity to appear before the committee to answer repeated charges that he had participated in Communist-front organizations.

Rep. Walter (D., Pa.) not only showed himself sympathetic to Robinson but went on to say that he thought it might be well for the committee to "direct its attention to the charges that have been leveled against many artists."

Walter stated that "If there are in the theatrical business those who are trying to spread Communist doctrines, we should know it" too.

Pledge Aid to N. E. Variety Club Drive

BOSTON, Jan. 14.—All New England district and branch managers have pledged wholehearted cooperation to chief barker Samuel Pinanski for the local Variety Club annual charity drive.

Harry Bugie, 60

CINCINNATI, Jan. 14.—Harry Bugie, 60, who operated the State Film Service here, died at his home Thursday. A former branch manager for Screen Guild, he is survived by his widow, three sons and a brother.

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SEC Reports Large Sales by Sheaffer

WASHINGTON, Jan. 14.—Large sales of Universal common by Daniel M. Sheaffer and of Paramount Pictures common by Maurice Newton highlighted the latest Securities and Exchange Commission report on trading in film company stocks by officers and directors.

The report covered transactions reported to the SEC between Nov. 11 and Dec. 10.

Newton said he sold a total of 2,600 shares of Paramount, dropping his holdings to 9,605 shares. He sold two blocks of 1,000 shares each and another block of 600 shares.

Sheaffer sold 800 shares of Universal common, in six blocks of 100 each and one block of 200. His holdings at the end of the period were down to 107 shares.

Jack L. Warner gave away 1,500 shares of Warner Brothers common. He now holds 425,000 shares in his own name and 21,500 more shares through trust accounts. Brandt Foundation Inc. gave away its entire holding of 900 shares of Trans Lux Corp. common. Harry Brandt still owns 99,115 shares in his own name, 750 shares through Broadway, Inc., and 1,400 shares through Harday, Inc. His wife owns 17,700 shares.

Loew's Inc. acquired 1,002 shares of Loew's Boston Theatres common, boosting its holdings to 127,336 shares.

Will Report to NCA Board on NY Talks

The North Central Allied committee on "fair rentals" on Friday concluded its talks with distribution home office executives but its members declined to discuss the reception accorded their plan pending a report to the NCA board in Minneapolis.

The group was sent to New York to present a plan designed to aid smaller houses operate at a profit despite a current slump at the box-office. While in New York meetings were held with distribution executives of 20th Century-Fox, M-G-M, Universal-International, RKO Pictures and Columbia.

Henry Greene, chairman of the committee, and Ernie Peaslee left here on Saturday for Minneapolis. Ted Mann also left Saturday, but planned a stopover in Washington. Stanley Kane, NCA executive counsel, will leave here today for Minneapolis.

Denies 'IA' Claim to TV Projectionists

WASHINGTON, Jan. 14.—The National Labor Relations Board has dismissed a petition filed by IATSE seeking to sever WJZ-TV engineering department "projectionists" or "projection engineers" from an existing bargaining unit.

Following a precedent established in the Fort Industry case, the board held that the new unit proposed by IATSE is not appropriate for purposes of collective bargaining.

To Promote 'Mike'

HOLLYWOOD, Jan. 14.—Pug Wells, American Airline stewardess, leaves here on Jan. 22 for a tour of the country in behalf of "Three Guys Named Mike," an M-G-M film.

Reviews

"Bedtime for Bonzo"

(Universal-International)

A NEW and winning personality has clambered into the Hollywood spotlight. Cute as a charm, the performer is Bonzo, a young chimpanzee whom Universal-International presents in "Bedtime for Bonzo." Last week at the RKO 23rd Street where the picture was "sneaked," the audience responded heartily to the scene-stealing antics of the simian smoothie. Showmen generally should find Bonzo a sure audience charmer.

Others in the cast of Michel Kraike's production are Ronald Reagan, Diana Lynn and Walter Slezak. The merriment starts rolling when Reagan, a psychology professor, sets out to prove environment and not heredity determines the later personality of a child. What starts Reagan on the experiment is the fact that his father was a habitual criminal, and as a result, his fiancee's father refuses to allow him to marry her on the grounds that their children would inherit the criminal tendencies. With the help of Slezak, head of the science department, Reagan starts his experiment with the baby chimp. As one might guess, a lot of unorthodox folly ensues. Reagan has the good fortune of hiring Miss Lynn as a sort of nurse to the "baby" and thus a new romance blooms eventually.

One of the high points of the amusing screenplay by Val Burton and Lou Breslow follows when Bonzo lifts a necklace and Reagan is accused of the theft. But like a dependable friend, Bonzo clears everything up in his own precocious way. Frederick de Cordova's direction is properly fond and fluid. Raphael David Blan and Ted Berkman did the original story.

Running time, 83 minutes. General audience classification. For February release.

MANDEL HERBSTMAN

"Mr. Universe"

(Laurel Films—Eagle Lion Classics)

ENOUGH comic exuberance is contained in "Mr. Universe" to supply the needs of several films. Within a modest framework Laurel Films has done quite an effective job in the production which was made entirely in New York. A lampoon on the wrestling game, it is almost continuously entertaining. Sometimes Searle Kramer's original screenplay takes leave of credulity, but the frolicsome spirit of it is such that few will mind.

Jack Carson plays a glib sidewalk hawker who takes over the management of Vincent Edwards, an Apollo-proportioned winner of a "Mr. Universe" contest. Before long Edwards finds himself turned into a wrestler and piling up a sensational record. So honest is he, however, that he becomes a threat to the commercial aspects of the game, since he always vanquishes his opponents in record time. Carson, and Bert Lahr, wrestling impressario, decide to wear Edwards down for a championship match so that bout would last for a reasonable duration. Wearing Edwards down becomes quite a feat, but after it is accomplished Carson and Lahr find they have to get Edwards back into good trim again or else face involved underworld consequences.

There is something about Lahr's grand manner of entertaining that can turn timid chuckles into resounding laughs. Holding up the comic ends with Lahr and Carson is "Slapsie" Maxie Rosenbloom, an invincibly dim trainer. Others in the cast are Janis Paige, Carson's girl friend, and Robert Alda, a polished "heavy." Joseph Lerner who directed and produced has studded the picture with novel touches. Despite some sequences that creak a little here and there, the picture is one that will please.

Running time, 89 minutes. General audience classification. Release date. Jan. 10.

M.H.

Raw Stock Supply Depends on Military

WASHINGTON, Jan. 14.—The size of the military's needs for raw stock hold the key to whether government allocation will be necessary, according to government and industry officials.

The Motion Picture Association of America and other industry groups are now gathering figures on how much film their companies used during recent years and how much they need during the coming six months. But the big factor in determinig whether they get what they want will not be their needs so much as Uncle Sam's.

Right now, there is no prospect for government allocation of raw stock, according to Nathan D. Golden, NPA film chief. "But the situation is changing from day to day," he declared.

Golden said industry groups are supposed to supply him with figures on their raw stock needs, and that when he has those he may call a meeting at his office to discuss the whole raw stock problem.

Phonevision Pulls Film, 'Print Dark'

CHICAGO, Jan. 14.—Phonevision ran into its first "technical difficulties" when it replaced RKO's "Enchanted Cottage" at its nine P.M. Thursday showing because "the print of the film was not up to television standards and was too dark." A 1947 M-G-M film, "Sea of Grass," was substituted.

Zenith has requested new prints for the test but thus far only Paramount has complied. Other film companies, however, have supplied prints in relatively good condition. Despite minor flaws, the quality of Phonevision fare is still superior to regular commercial films on TV, observers agree.

Zenith is reported to need 15 more films if the test runs the 90 days originally allotted to it by the FCC. A request for an extension, until April 1, is before the FCC now, thus making up the 30 days lost when the test's start was delayed from Dec. 1 to Jan. 1.

Zenith reports that talks have been resumed with 20th Century-Fox and Universal in an attempt to get them to supply product for the test.

NEWS in Brief . . .

WASHINGTON, Jan. 14.—Publicly reported cash dividends of motion picture companies during the first 11 months of 1950 amounted, on a preliminary basis, to $29,617,000, compared with a final figure of $38,841,000 for the first 11 months of 1949, the Commerce Department reports.

•

Washington, Jan. 14.—A further rate increase has been proposed by the Railway Express Agency. In a petition filed with the Interstate Commerce Commission Friday, the agency proposed higher rates on particularly every item it handles including film and also a minimum charge of $2 per shipment.

•

Dallas, Jan. 14.—The National Collegiate Athletic Association voted on Friday to bar live telecast of intercollegiate football games for at least one year in an attempt to boost dropping gate receipts.

•

ROME, Jan. 14.—Italian film director Roberto Rossellini has cabled Cardinal Spellman of New York expressing "profound sorrow" that the Cardinal called on Catholics to boycott his film, "The Miracle."

Lippert's 'Helmet' Stirs Wide Interest

HOLLYWOOD, Jan. 14.—The "Steel Helmet" has stirred up a good deal of nationwide interest as evidenced by the newspaper syndicate representatives, top columnists and magazine correspondents who virtually beseiged Lippert Productions Studio seeking an immediate screening of the film.

The sudden interest stemmed from an article published in New York last week by columnist Victor Reisel and a broadcast by commentator Robert Montgomery questioning the film's depiction of American troops' treatment of Communist forces in Korea

Salt Lake Circuit Gets Nevada Houses

SALT LAKE CITY, Jan. 14.—Associated Amusements Co. of Salt Lake has announced the purchase of the Central and Ely theatres at Ely, Nev., and the lease of theatres at McGill and Ruth, Nev., effective Feb. 1. The amount involved is reported to be in excess of $200,000. A separate corporation known as Eastern Nevada Theatres, Inc., has been set up as a subsidiary of Associated to run the new properties.

The showhouses were formerly operated by Warren and Walt Hull, Jr., whose father, the late Walter Hull, built them. Sam Gillette is president of Associated.

Trials Set for Two Salt Lake Suits

SALT LAKE CITY, Jan. 14.—Trial of the major distributors' percentage suit against Sam Gillette and Associated Amusements has been postponed by Federal Judge W. W. Ritter until Friday. The suit of the Arcade Theatre against distributors and local circuits for alleged loss due to discrimination on clearances will also come to trial in Federal Court this week.

Ticket Tax

(Continued from page 1)

row, which is expected to make it clear that $15 billion or more of new taxes will be needed to balance the 1952 budget.

In the economic message Friday, the President said tax increases must press on "every source of available revenues." He declared that higher corporate and individual income taxes were needed and that "excise taxes should be higher and more extensive."

The economic advisers said that there was particularly good reason to increase excise taxes on civilian goods which consume materials and facilities needed for the defense effort, such as television sets or possibly amateur photographic goods, and that "the rates of many of the other excise taxes might be increased somewhat." The council said that "several billion dollars" more could be raised from corporation taxes and that "drastic increases" would be needed in individual income tax rates. It also suggested higher tax rates on capital gains and a longer holding period.

Other sections of the two reports stressed the growing inroads that the defense effort would make on materials for non-production and warned of constantly more and more drastic cutbacks in output of non-defense goods. They also warned of increasing manpower shortages in non-defense industries as the armed services and defense production take more and more men.

UA Meet

(Continued from page 1)

ers meeting. Miss Pickford and Chaplin are the company's only stockholders. McNutt, who called the meeting, is board chairman.

Grinieff, who has been conferring on the Coast with Miss Pickford and Chaplin and their attorneys, will be in New York today.

The conferees have remained silent on the extent of progress made during discussions of Grinieff's plan. If Miss Pickford or Chaplin should be unable to attend the meeting on Wednesday, it is expected they will send alternates.

Grinieff left Hollywood by plane on Friday for Chicago and will be in New York today to attend the Wednesday meeting. Prior to leaving the Coast, Grinieff declined to express an opinion on whether his plan for stabilizing the company will be accepted, but said that his proposals still stand.

Query Colleges

(Continued from page 1)

Picture Association of America's Advisory Unit for Foreign Films. He will send questionnaires to the institutions with a view to assembling data pertinent to determining such potentialities.

With a large number of the nation's campuses known to be equipped for exhibiting either 16mm or 35mm films, compilation of the replies is expected to disclose an important new source of revenue hitherto only lightly tapped by foreign motion pictures.

A resume of the information will be incorporated in a marketing and operational manual that will be made available to all foreign film producers or their representatives seeking Advisory Unit assistance.

COMPO Organization Set

(Continued from page 1)

the 31-member executive committee, however, unanimous vote will be required for approval of all proposals. Thus, whereas the present board observes the veto by one or more members of any proposal up for vote, it will be in the new executive committee that the veto will apply when the new plan is adopted—and there is every indication it will be adopted, according to COMPO spokesmen.

The action taken on Friday "was in line with a proposal made by Nathan Yamins of Allied as a solution to COMPO's organizational problem," it was reported in a statement issued by Ned E. Depinet, COMPO president, at the conclusion of the two-day meeting.

"This happy culmination of our sessions resulted from the determination of the members to arrive at a solution that would insure COMPO's strength as an all-industry organization," Depinet said.

He said that at Friday's meeting "our board unanimously and enthusiastically agreed to recommend to its constituent organizations" the changes in the corporate structure. It was expected that a committee of attorneys will complete a draft of the by-laws amendment in about 10 days, and that the boards of the COMPO member organizations will approve it with as little delay as possible. TOA spokesmen indicated that that organization's board could be polled on the question without calling a meeting. Allied's board will vote on the new plan at its meeting Feb. 15-16 in Washington.

Additional Members

The additional Allied and TOA members on the executive committee would be designated by their respective organizations. The Pacific Coast Conference of Independent Theatre Owners will have additional representation among the members-at-large. If PCCITO were to get two such members, five openings would have to be filled from among seven of the original charter members of COMPO. No indication was given on Friday as to how that problem would be solved, but it was perfectly clear that the executive committee, the key corporate group, will be dominated by exhibition.

It was by a vote of six to nothing, with Allied, the Motion Picture Association of America and the trade press abstaining, that the TOA proposal to admit every local and national exhibitor organization to COMPO with voting privileges was adopted on Thursday. Allied, the arch-opponent of the TOA plan, had declined to exercise its veto but went on record as opposed to the motion which brought it into being. When the morning session got underway on Friday hostility over the TOA plan broke out and as the luncheon recess approached the outcome looked dark and few expected a solution would be forthcoming because TOA took the position it had no maneuverable area within the COMPO resolution adopted by its national convention in Houston last November.

Although presented by Yamins, it was understood that Abram F. Myers, Allied general counsel and board chairman, drafted the recommendation adopted on Friday.

Myers and Ted R. Gamble, chairman of TOA's COMPO committee, said they will make determined efforts to get the TOA and Allied memberships to accept the new plan.

Said Depinet: "I have never felt more optimistic about the future of COMPO than I am now. I am sure I voice the feelings of all members of the COMPO executive board when I say I now believe that COMPO has at last solved its organizational problems."

Those Represented

All COMPO constituent members but PCCITO and the Society of Independent Motion Picture Producers were represented at the Friday session. Ellis G. Arnall, SIMPP president, represented his organization at the Thursday session, but Rotus Harvey, PCCITO president, was unable to attend either meeting. Art Arthur of the Motion Picture Industry Council, and its representative at the meetings, had been asked by PCCITO to "speak for" it on Friday.

Sidney Schreiber, MPAA counsel, said on Friday at a press interview which followed the COMPO board meeting, that the change in the by-laws will prescribe a meeting once a year for the new board. The new executive committee probably will meet whenever circumstances demand.

Arthur L. Mayer, COMPO executive vice-president, said it was agreed by the meeting on Friday that "we should proceed promptly with formation of war activities committees in all exchange centers."

Present at the Friday session were: Allied—Trueman Rembusch, Myers, Yamins, Wilbur Snaper; Independent Theatre Owners Association of New York—Max A. Cohen; Metropolitan Motion Picture Theatres Association —Leo Brecher, Oscar A. Doob, D. John Phillips; MPAA—Depinet, Norton V. Ritchey, Leon Bamberger; MPIC—Arthur; TOA—Samuel Pinanski, Gael Sullivan, Herman M. Levy, Gamble, Si Fabian; Trade press —Able Green, Martin Quigley, Chick Lewis; Variety Clubs—Robert J. O'Donnell. Others present included Austin Keough and in addition to Mayer the following from the COMPO administrative staff: Robert W. Coyne, Charles E. McCarthy and Dick Pitts.

Free Crosby 'Teaser'

Paramount is offering free to exhibitors a special teaser trailer on Bing Crosby's latest picture, "Mr. Music," according to A. W. Schwalberg, president of Paramount Film Distributing Corp. This is in addition to the trailer on the Crosby 20th anniversary promotion, which is also being offered gratis to exhibitors.

Drew Aids 'Missouri'

Ellen Drew will return to her native Kansas City next week to help celebrate five Midwestern premieres of "The Great Missouri Raid."

She will receive a civic welcome when the film opens at the Paramount Theatre, Kansas City, Wednesday, one of the five premieres scheduled in the Kansas City-St. Louis territories.

Shortages

(Continued from page 1)

acute shortages of cobalt and were told that this is one field where NPA can do relatively little to help. There is only one importer of cobalt in the U. S., and its supply of the metal is now completely controlled by the government, with over two-thirds reserved for military use. The other one-third is being apportioned among civilian users on the basis of their consumption during the first six months of 1950. In other words, civilian users are getting just about one-third as much cobalt as they used in the first half of last year, and there is no immediate prospect for an easing of the supply situation, NPA officials claim.

While the NPA officials held out hope for some easing in the near future of the supply situation on copper, aluminum and steel, it is expected that as time goes by the supplies of these metals will tighten again, and that along with shortages of other materials will force some sort of order limiting production and sale of theatre equipment.

This analysis shows how closely interrelated is the work of the two task forces set up at the advisory committee meeting last week—one to make recommendations on metal and material conservation, the other to make suggestions for a production limitation order. The degree of success that the first task force has in finding ways to conserve materials, use substitutes and increase salvage activities holds much of the answer to how necessary a limitation order will be.

NPA Keeps Door Open to All Firms

WASHINGTON, Jan. 14.—Though the National Production Authority's industry advisory committees are the agency's official contact with the different industries, firms which do not have officials on those groups are still perfectly free to come in and discuss their problems with NPA officials, an official agency press release advises.

The release outlines the methods used by NPA in establishing the committees, the procedures which will be followed at committee meetings, and other information. NPA promised to give widest possible circulation in the industry to summaries of advisory committee meetings.

Kramer-Col.

(Continued from page 1)

place in Hollywood, Zagon added. Negotiations opened in Hollywood a few weeks ago between Kramer Co. principals and Harry Cohn, Columbia president, and were resumed in New York during the past week with Kramer, Katz, Glass and Zagon and Columbia home office officials participating.

Censorship

(Continued from page 1)

attempt because of any offensive matter found in the films being broadcast but because they had received complaints from theatre owners "who apparently resented displaying the board's seal of approval when television stations were not subject to the same obligation."

TODAY'S NEWS TODAY

MOTION PICTURE DAILY

AIR MAIL EDITION

VOL. 69. NO. 11 NEW YORK, U. S. A., TUESDAY, JANUARY 16, 1951 TEN CENTS

Phonevision's 'Per Person' Average 16¢

Replies Say 6.2 Persons See Film for Dollar

By DAN BLUE

CHICAGO, Jan. 15.—The average Phonevision "viewing circle" is composed of 6.2 persons, of which 2.8 persons are guests, Zenith Radio reported today. The largest viewing party was reported to be 16 persons.

With Zenith charging one dollar per showing, the average "collection" per viewer is about 16 cents.

Analysis of the reports submitted by the 300 families involved in the Phonevision test, Zenith says, shows a "highly favorable" reaction. More than 50 per cent say the features films are worth more than one dollar and only one per cent say they're worth less.

About 75 per cent of the test fami-

(*Continued on page 5*)

Lawrie Tells U. K. Union He Will Cut Workers If He Can

By PETER BURNUP

LONDON, Jan. 15.—James H. Lawrie, head of the government's National Film Finance Corporation, bluntly told the National Association of Theatrical and Kine Employes that it is his business to see how few people it is possible to employ on economically made films, not how many.

Addressing a NATKE membership rally held over the weekend, Lawrie said he hoped "very soon" to announce how he proposes to administer the NFFC in the future, but emphasized

(*Continued on page 2*)

Skiatron Will Invite FCC to Film Tests

Skiatron will invite the Federal Communications Commission to witness a demonstration of its "Subscriber-Vision" television receiving equipment early in February, the company reports here. Following the demonstration which will include mo-

(*Continued on page 4*)

Grosses Mild At NY Runs

An all-day rain on Sunday slowed traffic at New York first run boxoffices and new product at many houses failed to make the turnstiles click at the pace set during the last few weeks.

Openings at three of Broadway's major film-stage show houses were only moderately good. At the Paramount, "Branded," with Kay Star heading the stage show, will do an estimated $60,000 for the first run week, while at the Strand, "Dallas" took in $25,000 for the weekend and looks for $50,000 for the initial week. Slightly better is the $51,000 expected at the Capitol in the first week of "Grounds for Marriage," with Phil Silvers on stage.

"Halls of Montezuma" tumbled

(*Continued on page 5*)

Walton Quits Sales Post with Republic

The resignation of Edward L. Walton, Republic vice-president and assistant general sales manager, was announced here yesterday by James R. Grainger, sales and distribution executive vice-president.

Walton will leave on March 1 after eight years in the Republic post, and will return to Seattle, where he recently moved his family.

Walton's successor will be selected from within the ranks of the Republic organization, Grainger said.

5 Theatres Resume Full Week Policy

Cleveland, Jan. 15.—Theatres that went to weekend operation during November and December are beginning to resume full time operation.

This weekend the Commodore, Euclid, Imperial, Windameer and Plaza went back to seven days.

Para. Passes Half Way Mark in New Stock Buying Plan

With its bid to purchase 500,000 shares of its own common stock on the open market scheduled to be withdrawn Friday, Paramount Pictures disclosed yesterday that so far it had bought 251,000 shares under the purchase policy which became operative last Dec. 22. The stock is being bought at $21.50 per share.

Paramount for some time has been following the policy of acquiring shares of its outstanding stock for retirement. It was pursuant to this policy that the bid for 500,000 shares was placed on the New York Stock Exchange last month.

Prior to the placing of this bid, Paramount since last June 28 had purchased for retirement 30,974 shares. The current bid was subject to withdrawal at any time but will, in any event, be withdrawn at the close of business next Friday, or on such

(*Continued on page 6*)

TV a Channel to New Film Audiences, Disney Says

Twin Cities' First Run Business Up

Minneapolis, Jan. 15.—A continued upward swing in attendance at downtown houses in this city and St. Paul, which started a week ago and is still apparent, pleased exhibitors but left them at a loss for an explanation.

Harry B. French, president of the Minnesota Amusement Co., termed the upswing, "hard to explain," but pointed out that most circuit houses are currently playing strong product. He implied that this may be the explanation.

HOLLYWOOD, Jan. 15.—"Television is one of our most important channels for the development of a new motion picture audience," Walt Disney writes in the company's annual report released today.

A net profit of $717,542 for the fiscal year of 1950 is reported by Walt Disney Productions. In 1949 there was a loss of $93,899.

"Millions of televiewers never go to a picture theatre, and countless others go infrequently," Disney said. "This is proved by the fact that out of a population of more than 150,000,000 in the U. S., our biggest film attractions never draw more than 20.000,000 to 30,000,000 ticket buyers."

Disney urged the use of the television screen, along with every other promotional medium, to increase the potential theatre audience. He pointed

(*Continued on page 6*)

See Okay for COMPO Setup By Mid-March

Board Appointments Will Come Later, It Is Held

It was indeterminable yesterday as to exactly when the proposed new corporate structure of the Council of Motion Picture Organizations will be achieved but the consensus in New York was that mid-March would find the plan for a vastly enlarged board and a 31-member executive committee approved by the memberships of COMPO's 10 charter member organizations.

Whether each member organization will have appointed individuals to serve as board and executive committee representatives by mid-March was doubted, although some observers held that full appointments by then are "possible."

Theatre Owners of America is prepared to poll its directors as soon as

(*Continued on page 6*)

NEWS FLASHES

WASHINGTON, Jan. 15.--A Justice Department motion to force Howard Hughes to sell his RKO Theatres stock by the end of the year will be argued in New York on Feb. 15. The motion provides that if Hughes fails to do so then the stock trustee, Irving Trust Co., must attempt to make the sale without sacrifice on Hughes' part.

•

WASHINGTON, Jan. 15.--The National Production Authority has considered and decided against any restrictions on motion picture studio set or other studio construction. Meanwhile, the odds against easing the ban on theatre construction grew longer as the NPA banned private commercial construction.

Personal Mention

LOUIS B. MAYER, M-G-M vice-president in charge of studio activities, and HOWARD STRICKLING, studio publicity head, will leave Chicago today for the Coast after visiting New York, Detroit and Washington.

•

ANDREW J. GRAINGER, of the Jamestown Amusement Co., nephew of EDMUND C. GRAINGER, president of Shea Theatres, and J. R. GRAINGER, vice-president of Republic Pictures, was married to KATHRYN BELLET, of Youngstown, O., on Saturday at St. John's Roman Catholic Church, Youngstown, O.

•

EDWARD L. HYMAN, vice-president of United Paramount Theatres, Inc., will leave here today for Detroit, where he will confer with EARL J. HUDSON, president of United Detroit Theatres Corp.

•

JEROME M. EVANS, Universal Pictures home office exploitation representative, is due to leave here today for the Sioux Indian Reservation at Pine Ridge, S. D., to recruit a group of Siouxs on behalf of "Tomahawk."

•

FRANK PHELPS, head of Warner Theatres labor relations, is slated to go to Philadelphia and Harrisburg from here today and will return at the end of the week.

•

DAVID DIAMOND, producer of Allied Artists' "I Was an American Spy," has left Hollywood for Washington to confer with government officials.

•

JOSEPH L. MANKIEWICZ has returned to Hollywood after receiving a scroll here from his 1928 classmates at a Columbia University Club dinner.

•

JOSEPH BERNHARD has returned to his home from Columbia Presbyterian Medical Center here, where he has been confined for some time.

•

JAMES R. GRAINGER, vice-president in charge of Republic distribution, is back in New York from a cross-country trip.

•

E. J. DAVIS, Walt Disney's London managing director, is en route to New York from London for consultations on the British set-up of "Alice in Wonderland."

•

HAL B. WALLIS is due in New York today from Hollywood for Paramount home office conferences.

•

ARTHUR FREED, M-G-M producer, has arrived here from the Coast accompanied by his wife.

•

MARK KELLY, 20th Century-Fox publicist, has left here for Chicago en route to the Coast.

•

CHARLES CHAPLIN is in New York from the Coast for a United Artists stockholders' meeting tomorrow.

Insider's Outlook

By RED KANN

"COMPO RIDES AGAIN," Oscar Doob doodled in bold black letters as the executive board of the Council of Motion Picture Organizations closed out another hectic two-day session last Friday afternoon. Trade paper reporters—those blase fellows who had been covering COMPO's roller coaster career of the last 18 months — remarked they had heard that one before.

But this time there is a difference big enough to make all the difference. For, unless unexpected and unforeseen circumstances shape up, COMPO really will ride and perhaps even gallop toward the objectives for which it was organized.

■

The solution, subject to ratification by charter members, had to be born out of compromise; there was no other way if there was to be a COMPO. It wasn't at all easy and it almost didn't come off. As late as Friday noon, a betting man could have gotten heavy odds on a complete debacle. TOA was proving obstinate, maintaining almost until the compromise itself was finally worked out that its Houston resolution fixed boundaries and fenced in the area of negotiation: Territorial representation for constituent association members with full voting rights and all the privileges of the original charter members and limitation of COMPO's activities to public relations on the national level.

Thursday night, it looked as if TOA had won, hands down, when a recommendation proposing a change in the by-laws to accommodate such territorial representation carried. Allied, unwilling to become the whipping boy—a dubious status heretofore enjoyed exclusively by TOA—decided to forego its right of veto, abstained and objected.

■

Thursday's move was unworkable on its face. If adopted, TOA and its 28 units would throw COMPO entirely off balance and destroy the equilibrium contemplated in confining representation of each of the 10 charter member groups to one delegate and one alternate having one vote between them.

Whereupon Abram F. Myers, who has been conspicuously in and on the record, first, for COMPO and, secondly, for COMPO as originally constituted, embarked on a salvaging expedition and brought it off. The ill-conceived Thursday action was rescinded and replaced by a plan adopted to the general satisfaction of all hands.

■

No one has calculated how large a board COMPO will have under the compromise formula, but it can take on convention-like proportions what with a maximum of 28 directors representing TOA and 22 for Allied. Essentially, however, TOA gets what it hammered for.

Unwieldy as the board may be —and, no doubt, will be—power of action will pass up the line to a newly-created executive board limited to 31. The original 10 continue, plus seven apiece from TOA and Allied and seven at large, the latter to be named by the executive board. Rotus Harvey, for PCCITO, will get one and, perhaps, two.

Allied thought three to five additional representatives on the executive board were sufficient. TOA argued for seven, asserting this would permit a more representative geographic spread from which to make its appointments. In the interest of harmony, Myers finally agreed to seven and the matter was sealed.

■

The new components of COMPO make an interesting picture. Theatremen, generally, will want to know exhibition will hold numerical superiority on both the board of directors and the executive board. If TOA and Allied go the limit, they will bulk 50 on the directorate. ITOA and MMPTA of New York and PCCITO make it 53.

The proposed 31-man executive board will embrace those on the present board. Thus, TOA and Allied, at eight each, will have 16. ITOA and MMPTA of New York, continuing with one each, send the total to 18. PCCITO's current member, to be bolstered by one more at least, makes it 20. Exhibitor Robert J. O'Donnell, representing Variety Clubs International, will be the 21st. Thus, exhibition will outdistance production and distribution, combined, two-to-one.

Now that the storm appears to have passed, qualified observers are high in their optimism. They believe the false starts are ended and that COMPO actually and factually is off the ground. It appears that this is so. Finally.

Lawrie Tells

(*Continued from page* 1)

that the British industry's most important need is a steady flow of good quality pictures economically produced. The aim of his policy will be toward such a steady stream rather than sporadic booms, he said.

Lawrie warned that unnecessarily excessive payrolls produced inflation and prevented producers from making a profit. Such a policy also attracted hordes of people who brought no credit to the industry and who ought to disappear as soon as possible, Lawrie said.

Lawrie said his government corporation had imposed economies on producers which in turn had made for high quality pictures. The corporation has already aided 90 productions in various ways, Lawrie said.

Tom O'Brien, M. P. and general secretary of NATKE, in a speech at the rally demanded that the government give the NFFC a credit of £20,000,000 to advance production. He also asked an extension of the Eady entertainment tax plan.

Paper Raises Ad Rates

CLEVELAND, Jan. 15.—The *Press*, afternoon daily, has advised exhibitors and distributors that advertising rates will go up eight and one-half per cent.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
RUDYARD KIPLING'S "KIM"
Errol FLYNN - Dean STOCKWELL
Color by TECHNICOLOR
A METRO-GOLDWYN-MAYER PICTURE
AND SPECTACULAR STAGE PRESENTATION

Paramount presents "BRANDED"
Color by Technicolor
starring ALAN LADD
MONA FREEMAN · CHARLES BICKFORD
In Person KAY STARR
plus DICK BROWN, JOHNNY MORGAN, THE CLARK BROTHERS, JERRY WALD and Orch.
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

The Mudlark
20th CENTURY-FOX
RIVOLI
BROADWAY AT 49th ST.

HOWARD HUGHES' production
Vendetta
starring FAITH DOMERGUE
Brandt's Globe B'way at 46th

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That wise man (*what's his name again?*) was right

"THERE'S NOTHING WRONG WITH OUR BUSINESS THAT A GOOD PICTURE CAN'T CURE..."

for instance

"BORN YESTERDAY" BROKE THE RECORD!!!

Columbia Pictures
New York, N. Y.

I am very happy to advise you that the first week of BORN YESTERDAY, out grossed every picture in the history of the VICTORIA THEATRE.

Sincerely,
Maurice Maurer
MAURICE MAURER
Managing Director
VICTORIA THEATRE

Movie business is better than ever...

PLAY COLUMBIA'S

BORN YESTERDAY
starring
JUDY HOLLIDAY · WILLIAM HOLDEN · BRODERICK CRAWFORD
Screen Play by Albert Mannheimer • Produced by S. SYLVAN SIMON
Directed by GEORGE CUKOR • Based on the Stage Play by GARSON KANIN

National Pre-Selling

ONE of the largest concentrated and specialized magazine campaigns in motion picture history will be launched by 20th Century-Fox with the extensive advertising of "I'd Climb The Highest Mountain" in 62 Protestant magazines and newspapers. Specially created ads, playing up the religious angles of the story of an itinerant minister in the Georgia hills, will reach an estimated "interested" readership of 15,000,000 in February, timed to the film's national release. A heavy publicity campaign is also directed through these periodicals.

All exchanges will play host to exhibitors, newspaper writers, radio commentators, heads of women's and civic clubs and clergymen, via a series of "Exhibitor Family" showings. In addition to regular trade shows, special screenings will be held in theatres in 178 cities as part of the plan to identify the film as a family picture. As part of a full-scale campaign by the *Christian Herald,* the magazine will send 8-page brochures on the film to 100,000 Protestant ministers throughout the country. The issue contains a personal message from Dr. Daniel A. Poling, editor, urging ministers to see the film at advance showings and bring it to the attention of their congregations.

•

A special United States Marine exhibit of the Corp's latest fighting weapons on display in the lobby of the Roxy on Broadway, through the run of "Halls of Montezuma" will be sent to other key situations where the 20th Century-Fox film is playing. Decision to schedule the exhibit in other cities resulted from interest shown in Korean battle flags and modern equipment now featured in the display.

•

THIS WEEK, *Sunday magazine section in the* NEW YORK HERALD-TRIBUNE *and 27 other key city newspapers, has given its front cover and a double-page inside, in full color, to "Alice in Wonderland," now in production at the Walt Disney studios. Louis Berg, movie editor for the Sunday rotogravure supplement, writes entertainingly of the added "voices," and, of course, Disney's drawings serve as illustrations. Folks will like Richard Haydn as the voice of "Mr. Caterpillar"—he even sounds fuzzy! Jerry Colonna speaks for "The March Hare" and Ed Wynn provides a convincing voice for "The Mad Hatter."*

Reprints of a full color page in LIFE *for Jan. 22 are being mailed out by that publication, to call attention to the opening of a big campaign on the picture which will not be released until Fall. The big, bright page which will launch the campaign is appearing well in advance of release as a prelude to an intensive publicity and advertising drive.*

•

M-G-M home office and field men met in Boston with Linus Travers, executive vice-president of the Yankee network, and 30 station managers, to map plans for the joint promotion of "The Magnificent Yankee" in saturation openings scheduled for the New England territory next month. The meeting was preceded by a screening of the picture, which is of prime interest to Down East folks.

—WALTER BROOKS

What the Critics Say

"I find the *Air Mail Edition* of *Motion Picture Daily* very effective in keeping me posted on industry news. Naturally, the publication with the fresher news gets the closer attention. The *Air Mail Edition* does this. The time saved often means the difference between a reading of the paper and a quick glance."—John Rosenfield, Amusements Editor, Dallas, (Tex.) *Morning News.*

N.Y. Mayors Ask for Ticket Tax Power

ALBANY, Jan. 15.—All cities in New York State would be authorized to tax amusement admissions under legislation proposed by the State Conference of Mayors in a report submitted to Gov. Dewey and the Legislature.

The proposal was one of four designed to further broaden the taxing powers of local governments within the state.

AUGUSTA, Ga., Jan. 15.—A proposal to eliminate theatre license charges and replace them with a two per cent tax on theatre admissions has been filed with the City Council here. The city has been attempting to collect both license fees and an admission tax. August Amusement Co. refused to remit the admission levy, pointing to a Brunswick, Ga., court decision holding that the two levies could not be made against the same theatres.

AUGUSTA, Me., Jan. 15.—Pending in the Maine Legislature is a bill which would require two licensed operators in projection booths, or a "blackout" during a change-over if only one operator is present. The measure was introduced by Rep. Albert C. Berry, South Portland Republican, who said some operators now work 13 hours without relief.

Says 'Miracle' Case Reflects on Censors

ALBANY, Jan. 15.—New York Supreme Court Justice Aron Steuer's injunction restraining Licence Commissioner McCaffrey from banning "The Miracle" has caused *The Evangelist,* local diocesen weekly to renew its demand for a housecleaning in the motion picture division of the State Education Department. *The Evangelist* declared "Justice Steuer's ruling makes the state censors absolute arbiters of morality and renders local civic authorities, who may have an intelligent appreciation of what constitutes obscenity, immorality and blasphemy, helpless to prevent their communities from being exposed to motion picture corruption."

Depinet Drive Meet In New York Today

A Ned Depinet Drive meeting will be held this morning at RKO Radio's New York exchange. The drive covers a 27-week period from Dec. 22 to June 28. The sessions this morning will be conducted by Charles Boasberg, North-South division sales manager and drive captain, and Len Gruenberg, metropolitan district manager.

TOA Plans Exhibit; TESMA Doubtful

The Theatre Owners of America still plans an exhibit in connection with its 1951 convention whether or not the Theatre Equipment and Supply Manufacturers Association goes along on a projected joint convention, Gael Sullivan, TOA executive director, said here yesterday.

Sullivan admitted that such an exhibit might be limited in scope because of government restrictions on the use of materials but said that a number of concerns are already committed to presenting exhibits.

TESMA's board of directors met here last week to take stock of the situation confronting their members, many of whom will be forced to concentrate on government contracts in order to get materials restricted by the National Production Authority. A canvass of its membership was undertaken to see how many could participate in the annual trade show.

Yesterday TOA had not received the TESMA findings, but expects to have them on hand in time for a convention committee meeting tentatively set for Thursday.

N. J. Allied Meets to Hit Unwanted Bills

TRENTON, Jan. 15.—Allied Theatre Owners of New Jersey held a general membership meeting at the Stacy-Trent Hotel here today, with most discussion centering around legislation inimical to theatres which is expected at the current session of the New Jersey Legislature.

Wilbur Snaper, New Jersey Allied president, presided at the meeting and reported on the organizational action taken at last week's meeting of the board of the Council of Motion Picture Organizations.

Skiatron

(*Continued from page* 1)

tion pictures, Skiatron and WOR-TV will ask the Commission for the same test privileges for its system in New York that Phonevision is now conducting in Chicago.

The test here would involve the installation of decoding attachments in the homes of TV set owners here. Skiatron reports that several film distributors have indicated their willingness to supply product for the test.

Skiatron and WOR-TV are at present conducting tests of the system under a permit granted by the FCC. The original permit, for 30 days, has been extended another 30 days and permits the use of motion pictures in the tests.

NEWS in Brief . . .

LONDON, Jan. 15.—The name of Eagle Lion Distributors, Ltd., has been changed to J. Arthur Rank Overseas Film Distributors, Ltd. The company is Britain's largest overseas film sales organization, comprising 18 branches, eight exclusive agents and agreements with independent distributors in 12 other territories.

•

Three new road show dates for Stanley Kramer's "Cyrano de Bergerac," have been set by George J. Schaefer, general sales manager for the Kramer organization. Openings are slated for the Tudor, New Orleans; Ritz, Memphis and Cinema, Detroit, between Wednesday and Feb. 1.

•

WASHINGTON, Jan. 15.—The Federal Trade Commission has dropped its complaint charging United Artists with misrepresentation in advertising the British film, "The Life and Death of Colonel Blimp."

•

Pacemaker Pictures, Inc., newly organized by Max A. Goldberg, William Goldberg and Erwin A. Lesser, has acquired the American distribution rights to "The Happiest Days of Your Life."

•

As a means of publicizing Brotherhood Week, all Paramount correspondence throughout the country will carry the slogan, "Brotherhood Week-For Peace and Freedom." Special stamps bearing this imprint have been mailed to all branches for use from now till the close of Brotherhood Week on Feb. 25.

•

Dr. P. C. Goldmark, vice-president of Columbia Broadcasting System and inventor of the CBS color television system, will give a demonstration of the system before the Atlantic Coast section of the Society of Motion Picture and Television Engineers tomorrow. E. M. Stifle, Atlantic Coast section chairman, will preside.

•

Hollywood, Jan. 15.—Producer Victor Saville has invited Laurence Olivier and Vivien Leigh to co-star in "Order of Release," with Olivier functioning also as director or producer, late this year or early 1952.

•

Universal-International has signed Don McGuire, writer and former Chicage newspaperman, to a long-term writer-producer contract and has assigned him to the post of production aide to Leonard Goldstein.

Withdraw Old 'Alice' To Await New One

All prints of Paramount's 1933 version of "Alice in Wonderland" allocated to the Children's Film Library will be withdrawn from circulation pending completion of the general release of Walt Disney's new feature of the same name.

This was disclosed yesterday by Marjorie G. Dawson, director of the National Children's Film Library, who pointed out that the action was voluntarily taken by the CFL committee, with Paramount's approval, to forestall possible confusion.

NY Grosses

(*Continued from page* 1)

from an initial week's take $110,000 to an estimated $65,500 in the second week at the Roxy. Al Bernie tops the stage bill. "Kim" is concluding a successful six-week run at the Music Hall with $92,000 expected for the final stanza. "The Magnificent Yankee" and a new stage show will open on Thursday.

Among other newcomers, "The Blue Lamp" at the Park Avenue took in $11,300 for a first week, the best figure in quite a while at the off-Broadway showcase. At the Criterion, "Operation Disaster" got off to a slow start but good reviews came to its aid and the house expects a good $16,000 first week.

"Sun Sets at Dawn"

"The Sun Sets at Dawn" is expected to draw a modest $14,000 for its first week at the Mayfair. At the Globe, "Vendetta" is holding up well with $12,000 in sight for a fourth week. Also doing satisfactory business is "The Mudlark," which is expected to bring $18,000 to the Rivoli for its fourth week.

"Seven Days to Noon" is still doing exceptional business at the Trans Lux 52nd St., where $14,000 was registered for a fourth week of what is expected to be a long run. "Trio" at the Sutton has dipped to four figures, $9,300, for its 15th week, but the gross is still fine.

"David Copperfield," a reissue, is in its first week at Loew's State, with $17,000 expected for the week; not an exceptional figure, but better than some new product has been doing at the same stand.

"Born Yesterday" is continuing at a lively clip at the Victoria, with $38,000 expected for a fourth week. Next door at the Astor, "Harvey" is also doing well, with $24,000 due for its fourth week. "Cyrano de Bergerac" is still drawing well on its two-a-day policy at the Bijou, with $13,000 expected for a 10th week.

Review

"Blue Blood"

(*Monogram*) *Hollywood, Jan. 15*

IT IS a cinch that the substantial section of the public that is partial to to horses and horse-racing will react favorably to this treatment in Cinecolor of W. Scott Darling's knowing script suggested by a Peter B. Kyne story, "Dog Meat."

Staying well within the bounds of reason, the story portrays the world of the turf and tugs gently at the heart strings instead of trying to snap them. It closes on a thrilling horse race, naturally, but doesn't tip the outcome, and it holds to a minimum the villainy necessary to plot purposes. It may turn out to be the most successful of the several race-horse pictures this company has released in recent years.

Although Bill Williams, Jane Nigh and Audrey Long handle the romantic side of the story, altogether satisfactorily, it is Arthur Shields, as the horse trainer down on his luck at the picture's opening, who carries brilliantly the burden of interest. He is hitch-hiking his way from a Los Angeles race track to Caliente when he comes upon Taglefoot, a five-year-old horse with whose record he is familiar, being driven to the slaughter house to be converted into dog food. With Miss Nigh, daughter of a wealthy sportsman, adding a necessary $5 to his all, he buys the horse for $25 and determines to restore it to racing condition. A synopsis is no medium for relating the incidents which ensue, for they are the kind to be seen, not just read about, but it may be recorded as information of exhibitor usefulness that the film ends happily.

Ben Schwalb produced and Lew Landers directed, both admirably.

Running time, 72 minutes. General audience classification. Release date, not set.

Admit Soldiers Free

ATLANTA, Jan. 15.—Some Atlanta theatres have applied no-admission policies to armed forces inductees who have completed their processing but have not yet obtained their orders. Wilby-Kincey's Paramount-Fox and Roxy theatres here have given permission for the future soldiers to attend at no cost since the induction center has no facilities or funds for entertainment or recreation.

Phonevision

(*Continued from page* 1)

lies report they had not previously seen the films viewed on Phonevision. Thus, say Zenith officials, Phonevision can tap a vast new audience if it receives approval from the FCC. Several persons indicated they had not gone to a motion picture theatre in several years.

That Phonevision is an ideal way to see films many of the postcard reports say because there is no problem of getting into a theatre, parking, standing in line, finding a seat, and getting up several times to let other people in and out.

There have been relatively few complaints about the smallness of TV pictures compared to those of theatre screens, although some people say the films lose some of their impact because of the limited size and suggest a need for larger TV screens.

Reception by Age Group

There are some indications that parents and younger children are the most enthusiastic about Phonevision. Young people, probably more gregarious and "social conscious," go to theatres for reasons other than the picture—to be seen, to hold hands, to see a stage show, or to be with the crowd.

Zenith has been especially interested in the fact that many families indicate they don't mind paying for a picture they have seen before. Because of this attitude, Zenith has arranged to show a few of the great picture classics not available to commercial TV. The first one, "The Hunchback of Notre Dame," will be on this week.



COMPO

(*Continued from page* 1)

the draft of the by-laws amendment, which will make the corporate structure alteration possible, is received at TOA headquarters here. The draft is due to be completed by industry attorneys on or about Jan. 24, which would give the lawyers the 10 days they indicated they would require to put the proposed amendment in proper form.

It would appear that TOA's approval, practically a foregone conclusion, will come considerably before that of Allied States Association, whose board is scheduled to vote on the plan at its meeting in Washington Feb. 15-16, and whose individual units will vote on it thereafter. The proposal for the organizational change, understood to have been the handiwork of Abram Myers, Allied general counsel and board chairman, and presented on Friday at the COMPO board meeting here by Nathan Yamins of Allied, obviously stands a much better chance of national Allied approval than did the TOA-sponsored proposal for a comparable change which was approved by the COMPO board last Thursday and abrogated Friday.

At-large Membership

Uncertainty continues to prevail with respect to the composition of the at-large membership of the executive committee. That committee will consist of the voting membership of the existing executive board plus a maximum of seven representatives from Allied, seven from TOA and seven to be elected at large by the new board.

As presented at the board meeting last Friday, the new plan does not exclude Allied and TOA from membership in the at-large group, and it is viewed as likely that one or the other, or both, will attempt to make inroads into the group. A provision preventing Allied and TOA from gaining such additional representation on the executive committee could be incorporated in the amendment which is being drafted, however. Whether inclusion of such a provision would be viewed unfavorably by Allied and TOA would remain to be seen. As it is, each of those organizations are assured of eight representatives on the executive committee, which will be the key corporate unit in that unanimous vote will be required to approve any proposal. There are eight other COMPO members, and more are indicated, all of which might earnestly seek representation on the at-large group.

Quick Approvals

Quick approval of the new COMPO organizational setup is expected of the Society of Independent Motion Picture Producers, the Metropolitan Motion Picture Theatres Association, New York Independent Theatre Owners Association, the Variety Clubs, the trade press committee, the Motion Picture Association of America, Pacific Coast Conference of Independent Theatre Owners and the Motion Picture Industry Council. But these, like TOA and Allied, must await the draft of the amendment.

'Mr. Universe' Opens

COLUMBUS, O., Jan. 15.—World premiere of Eagle Lion Classics' "Mr. Universe" is scheduled for Wednesday at the RKO Grand here. Vincent Edwards, Ohio State University swimmer who has the title role, is to appear in person at the premiere.

"DALLAS" IS NOW IN ROCHESTER!

and Business is Great!



COLOR BY TECHNICOLOR · SMASH BY WARNER BROS.

Report New Combine Planned for Mpls.

Minneapolis, Jan. 15. — Formation of a new buying combine for all independent theatres in the Minneapolis areas is reported to be under consideration here. Under the plan existing buying groups would join up with the new set up, it is said.

Reported to be prime movers in the new plan are Tom Burke, a former member of Theatre Associates, and Ted Mann, present head of the Independent Theatres Association. The latter was in New York last week conferring with distribution executives.

Services Thursday For Allen Sparrow

Funeral services for Allen Sparrow, 52, Loew's Theatres Southern division manager who died of a heart attack Sunday night while visiting Loew's Palace at Memphis, will be held Thursday in Washington at the William Lee and Sons Funeral Home, Loew's reported here. Sparrow was manager of the Strand at Washington from 1919 to 1927 and subsequently managed Loew's theatres in several cities until he became divisional manager in 1942, with headquarters at Atlanta.

The widow, a daughter, two sisters and four brothers, one of whom is Boyd Sparrow, manager of Loew's Warfield, San Francisco, survive.

Marcus Notes Dead

WASHINGTON, Jan. 15.—Funeral services will be held tomorrow for Marcus Notes, Washington real estate man who once owned five theatres on Ninth Street and at the time of his death still owned the Strand and Roosevelt. Notes, who was 86, died yesterday in Baltimore. He had been in failing health for a year. His son, Isaac Notes, now manages the two theatres.

J. Walter Brown, 60

LONDON, Jan. 15.—J. Walter Brown, formerly sales manager for Warners here, died suddenly at the age of 60. Brown had spent 24 years in the industry on the sales side, joining Warners in 1933 as assistant general manager. He resigned in 1948 owing to ill-health.

Stars at WB Premiere

MIAMI, Jan. 15. — Ginger Rogers, Ronald Reagan and Steve Cochran have arrived in Miami Beach to make personal appearances at Wednesday night's world premiere of Warners "Storm Warning," at the Beach Theatre. The premiere is being held for the benefit of the Variety Children's Hospital of Greater Miami.

Says TV Sets Taxable

BOSTON, Jan. 15. — Massachusetts' Tax Commissioner Henry F. Long has ruled that television sets can be taxed. He explained that the television set is a household furnishing and therefore it comes under the personal property tax, but the television antenna is part of the house and thus it comes under the real estate tax.

Disney

(*Continued from page* 1)

to the Disney-Coca Cola Christmas Day telecast and said, "We reached an estimated 20,000,000 viewers with a show that not only highlighted a preview of our next all-cartoon feature, 'Alice in Wonderland,' but also called to the attention of this vast audience that they could see the picture in their favorite theatres this year."

Disney said that video is reaching its level as entertainment, but that "we firmly believe that motion pictures are still your best entertainment. As a promotion medium however, television has attained maturity."

Disney Gross of $7,293,849 Highest in Company's History

HOLLYWOOD, Jan. 15.—The gross income for Walt Disney Productions for the fiscal year ending Sept. 30, 1950, reached a total of $7,293,849, 28 per cent above the $5,685,055 reported for 1949, and an all-time high for the company, president Roy O. Disney reported today in a letter to stockholders.

Consolidated net profit for the 1950 fiscal year was $717,542 which was equal, after providing for dividends on the preferred stock, to $1.06 a share on the 652,840 common shares outstanding. In 1949 there was a loss of $93,899.

Disney stated that the principal sources of feature picture revenue in 1950 were "Ichabod and Mr. Toad," first released in October, 1949, and "Cinderella," which began its release in February, 1950. First cash from Treasure Island was not received until after the close of the fiscal year.

Net working capital increased from $4,617,543 at Oct. 1, 1949, to $5,247,751 at Sept. 30, 1950, and current bank loans were reduced $2,011,285 during the fiscal year. These improvements in the company's financial condition are due chiefly to the results from "Cinderella," which is the highest grossing Disney feature since "Snow White," Disney said.

Despite restrictions in many countries, foreign distribution of Disney product is proceeding well, the report said, and good success has been achieved in converting foreign currencies to dollars. Disney blocked funds at Sept. 30, 1950, totaled $480,000 as compared with $450,000 a year ago.

Feature product releases in the next two years will include "Alice in Wonderland," in the fall of 1951, to be followed in 1952 by "Robin Hood," an all live action feature to be produced in England.

Para. Stock Buying

(*Continued from page* 1)

earlier date that the company may acquire the 500,000 shares.

During the period Dec. 22-31, the company purchased for retirement 67,970 shares and contracted to purchase an additional 92,349, the difference between the total of those two figures and the 251,000 shares purchased to date having been bought in the interim. Paramount Pictures had 2,497,665 shares outstanding as of last Dec. 31.

Town Theatreless

HAMILTON, O., Jan. 15.—The Majestic, the only house in nearby Camden, O., operated by Mrs. Louise Siebert, has closed indefinitely.



There's always a bus bustle and highway hustle when the latest COMPANION-approved movie comes to town. Smiling movie-goers arrive from far and near—and that's why the movie-makers have invested more money in the COMPANION during the past five years than in any other monthly magazine*.

*Except of course the fan magazines!

Currently advertised in the COMPANION:

"Kim"—METRO-GOLDWYN-MAYER

"September Affair"—PARAMOUNT PICTURES CORP.

"Vengeance Valley"—METRO-GOLDWYN-MAYER

"Harvey"—UNIVERSAL-INTERNATIONAL

Woman's Home COMPANION

AVERAGE CIRCULATION: MORE THAN 4,000,000

THE CROWELL-COLLIER PUBLISHING COMPANY, 640 FIFTH AVENUE, NEW YORK 19, N.Y.

Mr. Showman—
FILM DAILY says

the MAN who cheated himself

rates a good deal
of attention
because



"It's First Rate!"

"It's effectively played on every hand!"

"It's a resourceful, imaginative smart job!"

"It should prove itself a good thing at the boxoffice in every situation!"

STR agrees:
"First-rate Entertainment!"

BOXOFFICE agrees:
"Sure to Please!"

HARRISON'S REPORTS agrees:
"Engrossing, gripping and Exciting!"

Ask the showmen
who saw it at the
Trade Screening!

BOOK IT NOW!

There's No Business Like 20th CENTURY-FOX Business!

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 69. NO. 11 NEW YORK, U. S. A., TUESDAY, JANUARY 16, 1951 TEN CENTS

Phonevision's 'Per Person' Average 16¢

Replies Say 6.2 Persons See Film for Dollar

By DAN BLUE

CHICAGO, Jan. 15.—The average Phonevision "viewing circle" is composed of 6.2 persons, of which 2.8 persons are guests, Zenith Radio reported today. The largest viewing party was reported to be 16 persons.

With Zenith charging one dollar per showing, the average "collection" per viewer is about 16 cents.

Analysis of the reports submitted by the 300 families involved in the Phonevision test, Zenith says, shows a "highly favorable" reaction. More than 50 per cent say the features films are worth more than one dollar and only one per cent say they're worth less.

About 75 per cent of the test fami-

(*Continued on page* 5)

Lawrie Tells U. K. Union He Will Cut Workers If He Can

By PETER BURNUP

LONDON, Jan. 15.—James H. Lawrie, head of the government's National Film Finance Corporation, bluntly told the National Association of Theatrical and Kine Employes that it is his business to see how few people it is possible to employ on economically made films, not how many.

Addressing a NATKE membership rally held over the weekend, Lawrie said he hoped "very soon" to announce how he proposes to administer the NFFC in the future, but emphasized

(*Continued on page* 2)

Skiatron Will Invite FCC to Film Tests

Skiatron will invite the Federal Communications Commission to witness a demonstration of its "Subscriber-Vision" television receiving eqiupment early in February, the company reports here. Following the demonstration which will include mo-

(*Continued on page* 4)

Grosses Mild At NY Runs

An all-day rain on Sunday slowed traffic at New York first run box-offices and new product at many houses failed to make the turnstiles click at the pace set during the last few weeks.

Openings at three of Broadway's major film-stage show houses were only moderately good. At the Paramount, "Branded," with Kay Star heading the stage show, will do an estimated $60,000 for the first week, while at the Strand, "Dallas" took in $25,000 for the weekend and looks for $50,000 for the initial week. Slightly better is the $51,000 expected at the Capitol in the first week of "Grounds for Marriage," with Phil Silvers on stage.

"Halls of Montezuma" tumbled

(*Continued on page* 5)

Walton Quits Sales Post with Republic

The resignation of Edward L. Walton, Republic vice-president and assistant general sales manager, was announced here yesterday by James R. Grainger, sales and distribution executive vice-president.

Walton will leave on March 1 after eight years in the Republic post, and will return to Seattle, where he recently moved his family.

Walton's successor will be selected from within the ranks of the Republic organization, Grainger said.

5 Theatres Resume Full Week Policy

Cleveland, Jan. 15.—Theatres that went to weekend operation during November and December are beginning to resume full time operation.

This weekend the Commodore, Euclid, Imperial, Windameer and Plaza went back to seven days.

Para. Passes Half Way Mark in New Stock Buying Plan

With its bid to purchase 500,000 shares of its own common stock on the open market scheduled to be withdrawn Friday, Paramount Pictures disclosed yesterday that so far it had bought 251,000 shares under the purchase policy which became operative last Dec. 22. The stock is being bought at $21.50 per share.

Paramount for some time has been following the policy of acquiring shares of its outstanding stock for retirement. It was pursuant to this policy that the bid for 500,000 shares was placed on the New York Stock Exchange last month.

Prior to the placing of this bid, Paramount since last June 28 had purchased for retirement 30,974 shares. The current bid was subject to withdrawal at any time but will, in any event, be withdrawn at the close of business next Friday, or on such

(*Continued on page* 6)

TV a Channel to New Film Audiences, Disney Says

HOLLYWOOD, Jan. 15.—"Television is one of our most important channels for the development of a new motion picture audience," Walt Disney writes in the company's annual report released today.

A net profit of $717,542 for the fiscal year of 1950 is reported by Walt Disney Productions. In 1949 there was a loss of $93,899.

"Millions of televiewers never go to a picture theatre, and countless others go infrequently," Disney said. "This is proved by the fact that out of a population of more than 150,000,000 in the U. S., our biggest film attractions never draw more than 20,000,000 to 30,000,000 ticket buyers."

Disney urged the use of the television screen, along with every other promotional medium, to increase the potential theatre audience. He pointed

(*Continued on page* 6)

Film Council to Meet With Walsh

Hollywood, Jan. 15.—Hollywood AFL Film Council delegates and executive board members of all constitutent unions and guilds will meet with IATSE president Richard F. Walsh on Feb. 12 at the Roosevelt Hotel here in what is described as among "the most important meetings in the history of the Council."

The announcement of the forthcoming meeting came after today's weekly Council session, at which the above action was determined.

See Okay for COMPO Setup By Mid-March

Board Appointments Will Come Later, It Is Held

It was indeterminable yesterday as to exactly when the proposed new corporate structure of the Council of Motion Picture Organizations will be achieved but the consensus in New York was that mid-March would find the plan for a vastly enlarged board and a 31-member executive committee approved by the memberships of COMPO's 10 charter member organizations.

Whether each member organization will have appointed individuals to serve as board and executive committee representatives by mid-March was doubted, although some observers held that full appointments by then are "possible."

Theatre Owners of America is prepared to poll its directors as soon as

(*Continued on page* 6)

No NPA Limit for Present on Studio Building Activity

WASHINGTON, Jan. 15.—National Production Authority officials have decided against any construction limit at present on studio sets or other studio construction.

Such building was government-controlled during World War II as part of the over-all controls on commercial and industrial construction. But when today's order banning commercial construction was issued and NPA officials were questioned as to whether studio construction was included, reporters were told that a ban on such construction had been considered and had been

(*Continued on page* 4)

US Would Force Hughes' RKO Sale

WASHINGTON, Jan. 15.—A Justice Department motion designed to force Howard Hughes to sell his RKO Theatres stock by the end of the year will be argued in New York on Feb. 15, it was learned today.

Argument will probably be before

(*Continued on page* 4)

Personal Mention

LOUIS B. MAYER, M-G-M vice-president in charge of studio activities, and HOWARD STRICKLING, studio publicity head, will leave Chicago today for the Coast after visiting New York, Detroit and Washington.

•

ANDREW J. GRAINGER, of the Jamestown Amusement Co., nephew of EDMUND C. GRAINGER, president of Shea Theatres, and J. R. GRAINGER, vice-president of Republic Pictures, was married to KATHRYN BELLET, of Youngstown, O., on Saturday at St. John's Roman Catholic Church, Youngstown, O.

•

EDWARD L. HYMAN, vice-president of United Paramount Theatres, Inc., will leave here today for Detroit, where he will confer with EARL J. HUDSON, president of United Detroit Theatres Corp.

•

JEROME M. EVANS, Universal Pictures home office exploitation representative, is due to leave here today for the Sioux Indian Reservation at Pine Ridge, S. D., to recruit a group of Siouxs on behalf of "Tomahawk."

•

FRANK PHELPS, head of Warner Theatres labor relations, is slated to go to Philadelphia and Harrisburg from here today and will return at the end of the week.

•

DAVID DIAMOND, producer of Allied Artists' "I Was an American Spy," has left Hollywood for Washington to confer with government officials.

•

JOSEPH L. MANKIEWICZ has returned to Hollywood after receiving a scroll here from his 1928 classmates at a Columbia University Club dinner.

•

JOSEPH BERNHARD has returned to his home from Columbia Presbyterian Medical Center here, where he has been confined for some time.

•

JAMES R. GRAINGER, vice-president in charge of Republic distribution, is back in New York from a cross-country trip.

•

E. J. DAVIS, Walt Disney's London managing director, is en route to New York from London for consultations on the British set-up of "Alice in Wonderland."

•

HAL B. WALLIS is due in New York today from Hollywood for Paramount home office conferences.

•

ARTHUR FREED, M-G-M producer, has arrived here from the Coast accompanied by his wife.

•

MARK KELLY, 20th Century-Fox publicist, has left here for Chicago en route to the Coast.

•

CHARLES CHAPLIN is in New York from the Coast for a United Artists stockholders' meeting tomorrow.

Insider's Outlook

By RED KANN

"COMPO RIDES AGAIN," Oscar Doob doodled in bold black letters as the executive board of the Council of Motion Picture Organizations closed out another hectic two-day session last Friday afternoon. Trade paper reporters—those blase fellows who had been covering COMPO's roller coaster career of the last 18 months — remarked they had heard that one before.

But this time there is a difference big enough to make all the difference. For, unless unexpected and unforeseen circumstances shape up, COMPO really will ride and perhaps even gallop toward the objectives for which it was organized.

■

The solution, subject to ratification by charter members, had to be born out of compromise; there was no other way if there was to be a COMPO. It wasn't at all easy and it almost didn't come off. As late as Friday noon, a betting man could have gotten heavy odds on a complete debacle. TOA was proving obstinate, maintaining almost until the compromise itself was finally worked out that its Houston resolution fixed boundaries and fenced in the area of negotiation: Territorial representation for constituent association members with full voting rights and all the privileges of the original charter members and limitation of COMPO's activities to public relations on the national level.

Thursday night, it looked as if TOA had won, hands down, when a recommendation proposing a change in the by-laws to accommodate such territorial representation carried. Allied, unwilling to become the whipping boy—a dubious status heretofore enjoyed exclusively by TOA—decided to forego its right of veto, abstained and objected.

■

Thursday's move was unworkable on its face. If adopted, TOA and its 28 units would throw COMPO entirely off balance and destroy the equilibrium contemplated in confining representation of each of the 10 charter member groups to one delegate and one alternate having one vote between them.

Whereupon Abram F. Myers, who has been conspicuously in and on the record, first, for COMPO and, secondly, for COMPO as originally constituted, embarked on a salvaging expedition and brought it off. The ill-conceived Thursday action was rescinded and replaced by a plan adopted to the general satisfaction of all hands.

■

No one has calculated how large a board COMPO will have under the compromise formula, but it can take on convention-like proportions what with a maximum of 28 directors representing TOA and 22 for Allied. Essentially, however, TOA gets what it hammered for.

Unwieldy as the board may be —and, no doubt, will be—power of action will pass up the line to a newly-created executive board limited to 31. The original 10 continue, plus seven apiece from TOA and Allied and seven at large, the latter to be named by the executive board. Rotus Harvey, for PCCITO, will get one and, perhaps, two.

Allied thought three to five additional representatives on the executive board were sufficient. TOA argued for seven, asserting this would permit a more representative geographic spread from which to make its appointments. In the interest of harmony, Myers finally agreed to seven and the matter was sealed.

■

The new components of COMPO make an interesting picture. Theatremen, generally, will want to know exhibition will hold numerical superiority on both the board of directors and the executive board. If TOA and Allied go the limit, they will bulk 50 on the directorate. ITOA and MMPTA of New York and PCCITO make it 53.

The proposed 31-man executive board will embrace those on the present board. Thus, TOA and Allied, at eight each, will have 16. ITOA and MMPTA of New York, continuing with one each, send the total to 18. PCCITO's current member, to be bolstered by one more at least, makes it 20. Exhibitor Robert J. O'Donnell, representing Variety Clubs International, will be the 21st. Thus, exhibition will outdistance production and distribution, combined, two-to-one.

Now that the storm appears to have passed, qualified observers are high in their optimism. They believe the false starts are ended and that COMPO actually and factually is off the ground. It appears that this is so. Finally.

Lawrie Tells

(*Continued from page* 1)

that the British industry's most important need is a steady flow of good quality pictures economically produced. The aim of his policy will be toward such a steady stream rather than sporadic booms, he said.

Lawrie warned that unnecessarily excessive payrolls produced inflation and prevented producers from making a profit. Such a policy also attracted hordes of people who brought no credit to the industry and who ought to disappear as soon as possible, Lawrie said.

Lawrie said his government corporation had imposed economies on producers which in turn had made for high quality pictures. The corporation has already aided 90 productions in various ways, Lawrie said.

Tom O'Brien, M. P. and general secretary of NATKE, in a speech at the rally demanded that the government give the NFFC a credit of £20,000,000 to advance production. He also asked an extension of the Eady entertainment tax plan.

Paper Raises Ad Rates

CLEVELAND, Jan. 15.—The *Press*, afternoon daily, has advised exhibitors and distributors that advertising rates will go up eight and one-half per cent.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
RUDYARD KIPLING'S "KIM"
Errol FLYNN - Dean STOCKWELL
Color by TECHNICOLOR
A METRO-GOLDWYN-MAYER PICTURE
AND SPECTACULAR STAGE PRESENTATION

Paramount presents "BRANDED" Color by Technicolor starring ALAN LADD with MONA FREEMAN · CHARLES BICKFORD
In Person KAY STARR plus DICK BROWN JOHNNY MORGAN THE CLARK BROTHERS JERRY WALD and Orch.
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

The Mudlark 20th CENTURY-FOX
RIVOLI BROADWAY AT 49th ST.

HOWARD HUGHES' production
Vendetta
starring FAITH DOMERGUE
Brandt's Globe Bway at 46th

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That wise man (*what's his name again?*) was right

"THERE'S NOTHING WRONG WITH OUR BUSINESS THAT A GOOD PICTURE CAN'T CURE..."

for instance

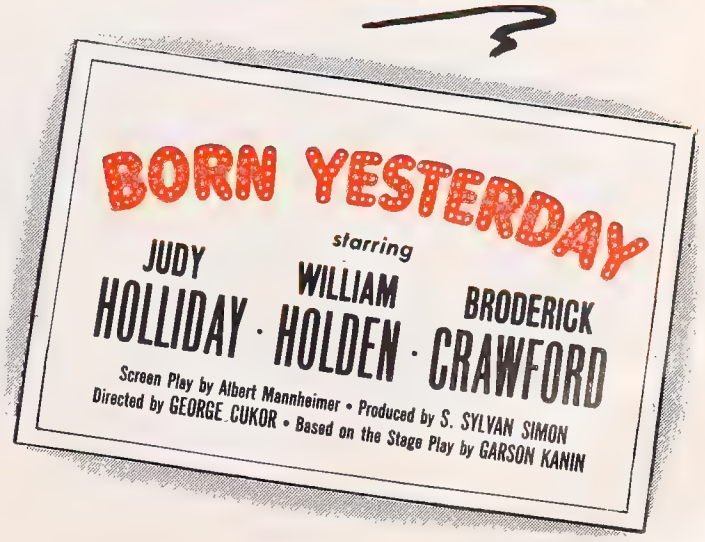
"BORN YESTERDAY" BROKE THE RECORD!!

Columbia Pictures
New York, N. Y.

I am very happy to advise you that the first week of BORN YESTERDAY, out grossed every picture in the history of the VICTORIA THEATRE.

Sincerely,
Maurice Maurer
MAURICE MAURER
Managing Director
VICTORIA THEATRE

Movie business is better than ever...
PLAY COLUMBIA'S



National Pre-Selling

ONE of the largest concentrated and specialized magazine campaigns in motion picture history will be launched by 20th Century-Fox with the extensive advertising of "I'd Climb The Highest Mountain" in 62 Protestant magazines and newspapers. Specially created ads, playing up the religious angles of the story of an itinerant minister in the Georgia hills, will reach an estimated "interested" readership of 15,000,000 in February, timed to the film's national release. A heavy publicity campaign is also directed through these periodicals.

All exchanges will play host to exhibitors, newspaper writers, radio commentators, heads of women's and civic clubs and clergymen, via a series of "Exhibitor Family" showings. In addition to regular trade shows, special screenings will be held in theatres in 178 cities as part of the plan to identify the film as a family picture. As part of a full-scale campaign by the *Christian Herald*, the magazine will send 8-page brochures on the film to 100,000 Protestant ministers throughout the country. The issue contains a personal message from Dr. Daniel A. Poling, editor, urging ministers to see the film at advance showings and bring it to the attention of their congregations.

•

A special United States Marine exhibit of the Corp's latest fighting weapons on display in the lobby of the Roxy on Broadway, through the run of "Halls of Montezuma" will be sent to other key situations where the 20th Century-Fox film is playing. Decision to schedule the exhibit in other cities resulted from interest shown in Korean battle flags and modern equipment now featured in the display.

•

THIS WEEK, *Sunday magazine section in the* NEW YORK HERALD-TRIBUNE *and 27 other key city newspapers, has given its front cover and a double-page inside, in full color, to "Alice in Wonderland," now in production at the Walt Disney studios. Louis Berg, movie editor for the Sunday rotogravure supplement, writes entertainingly of the added "voices," and, of course, Disney's drawings serve as illustrations. Folks will like Richard Haydn as the voice of "Mr. Caterpillar"—he even sounds fuzzy! Jerry Colonna speaks for "The March Hare" and Ed Wynn provides a convincing voice for "The Mad Hatter."*

Reprints of a full color page in LIFE *for Jan. 22 are being mailed out by that publication, to call attention to the opening of a big campaign on the picture which will not be released until Fall. The big, bright page which will launch the campaign is appearing well in advance of release as a prelude to an intensive publicity and advertising drive.*

•

M-G-M home office and field men met in Boston with Linus Travers, executive vice-president of the Yankee network, and 30 station managers, to map plans for the joint promotion of "The Magnificent Yankee" in saturation openings scheduled for the New England territory next month. The meeting was preceded by a screening of the picture, which is of prime interest to Down East folks.

—WALTER BROOKS

What the Critics Say

"I find the *Air Mail Edition* of *Motion Picture Daily* very effective in keeping me posted on industry news. Naturally, the publication with the fresher news gets the closer attention. The *Air Mail Edition* does this. The time saved often means the difference between a reading of the paper and a quick glance."—John Rosenfield, Amusements Editor, Dallas, (Tex.) *Morning News*.

N.Y. Mayors Ask for Ticket Tax Power

ALBANY, Jan. 15.—All cities in New York State would be authorized to tax amusement admissions under legislation proposed by the State Conference of Mayors in a report submitted to Gov. Dewey and the Legislature.

The proposal was one of four designed to further broaden the taxing powers of local governments.

AUGUSTA, Ga., Jan. 15.—A proposal to eliminate theatre license charges and replace them with a two per cent tax on theatre admissions has been filed with the City Council here. The city has been attempting to collect both license fees and an admission tax. August Amusement Co. refused to remit the admission levy, pointing to a Brunswick, Ga., court decision holding that the two levies could not be made against the same theatres.

AUGUSTA, Me., Jan. 15.—Pending in the Maine Legislature is a bill which would require two licensed operators in projection booths, or a "blackout" during a change-over if only one operator is present. The measure was introduced by Rep. Albert C. Berry, South Portland Republican, who said some operators now work 13 hours without relief.

Studios, Building

(*Continued from page* 1)

rejected. It might come later, NPA officials said, but at least not soon.

In the past, NPA officials have taken the stand that a curb on studio construction entails so much administrative work that in proportion to the material saving involved it isn't worth it.

The odds against any easing of the government's ban on theatre construction grew even longer today as the NPA extended the building ban to all new private commercial construction. NPA said the widening of the ban was needed to conserve more materials for the defense effort.

Apparently the most the industry can now hope for is a liberal NPA policy on hardship appeals, and no further tightening of the order as applied to theatre construction. NPA could tighten the theatre ban by lowering the $5,000 limit on permitted remodeling and additions or by cutting down on the amount of maintenance and repair work allowed. NPA officials emphasized that no such changes are now under consideration.

Urges 'Dimes' Support

CLEVELAND, Jan. 15.—Cleveland Motion Picture Exhibitors Association issued a bulletin to its members urging March of Dimes collections.

TOA Plans Exhibit; TESMA Doubtful

The Theatre Owners of America still plans an exhibit in connection with its 1951 convention whether or not the Theatre Equipment and Supply Manufacturers Association goes along on a projected joint convention, Gael Sullivan, TOA executive director, said here yesterday.

Sullivan admitted that such an exhibit might be limited in scope because of government restrictions on the use of materials but said that a number of concerns are already committed to presenting exhibits.

TESMA's board of directors met here last week to take stock of the situation confronting their members, many of whom will be forced to concentrate on government contracts in order to get materials restricted by the National Production Authority. A canvass of its membership was undertaken to see how many could participate in the annual trade show.

Yesterday TOA had not received the TESMA findings, but expects to have them on hand in time for a convention committee meeting tentatively set for Thursday.

N. J. Allied Meets to Hit Unwanted Bills

TRENTON, Jan. 15.—Allied Theatre Owners of New Jersey held a general membership meeting at the Stacy-Trent Hotel here today, with most discussion centering around legislation inimical to theatres which is expected at the current session of the New Jersey Legislature.

Wilbur Snaper, New Jersey Allied president, presided at the meeting and reported on the organizational action taken at last week's meeting of the board of the Council of Motion Picture Organizations.

Skiatron

(*Continued from page* 1)

tion pictures, Skiatron and WOR-TV will ask the Commission for the same test privileges for its system in New York that Phonevision is now conducting in Chicago.

The test here would involve the installation of decoding attachments in the homes of TV set owners here. Skiatron reports that several film distributors have indicated their willingness to supply product for the test.

Skiatron and WOR-TV are at present conducting tests of the system under a permit granted by the FCC. The original permit, for 30 days, has been extended another 30 days and permits the use of motion pictures in the tests.

NEWS in Brief . . .

LONDON, Jan. 15.—The name of Eagle Lion Distributors, Ltd., has been changed to J. Arthur Rank Overseas Film Distributors, Ltd. The company is Britain's largest overseas film sales organization, comprising 18 branches, eight exclusive agents and agreements with independent distributors in 12 other territories.

•

Three new road show dates for Stanley Kramer's "Cyrano de Bergerac," have been set by George J. Schaefer, general sales manager for the Kramer organization. Openings are slated for the Tudor, New Orleans; Ritz, Memphis and Cinema, Detroit, between now and Feb. 1.

•

WASHINGTON, Jan. 15.—The Federal Trade Commission has dropped its complaint charging United Artists with misrepresentation in advertising the British film, "The Life and Death of Colonel Blimp."

•

Pacemaker Pictures, Inc., newly organized by Max A. Goldberg, William Goldberg and Erwin A. Lesser, has acquired the American distribution rights to "The Happiest Days of Your Life."

•

Jacob Schechter, 63, for many years counsel for motion picture and phonograph companies and senior partner in the firm of Schechter, Kraus & Lehman, died here in New York Hospital after a long illness. During the NRA period in 1933, he represented the independent Federation of the Motion Picture Industry of America.

Hughes' Stock

(*Continued from page* 1)

the full three-judge statutory court which has been handling the Paramount case.

Hughes' stock is now under control of a court-appointed trustee, the Irving Trust Co. The Justice Department motion would direct the trust company to start looking for a buyer for the stock at the end of the year if Hughes has not sold it by then. The motion declares that the trustee must attempt to make the sale without sacrifice on Hughes' part, but that in any event the stock must be sold within two years of the time the trust company starts looking for a purchaser, in other words, it must actually be sold by the end of 1953. The court would have to approve the sale as not unreasonably restraining competition, under the Justice Department motion.

Hughes already has stated he will fight the government motion.

Withdraw Old 'Alice' To Await New One

All prints of Paramount's 1933 version of "Alice in Wonderland" allocated to the Children's Film Library will be withdrawn from circulation pending completion of the general release of Walt Disney's new feature of the same name.

This was disclosed yesterday by Marjorie G. Dawson, director of the National Children's Film Library, who pointed out that the action was voluntarily taken by the CFL committee, with Paramount's approval, to forestall possible confusion.

NY Grosses

(*Continued from page* 1)

from an initial week's take $110,000 to an estimated $65,500 in the second week at the Roxy. Al Bernie tops the stage bill. "Kim" is concluding a successful six-week run at the Music Hall with $92,000 expected for the final stanza. "The Magnificent Yankee" and a new stage show will open on Thursday.

Among other newcomers, "The Blue Lamp" at the Park Avenue took in $11,300 for a first week, the best figure in quite a while at the off-Broadway showcase. At the Criterion, "Operation Disaster" got off to a slow start but good reviews came to its aid and the house expects a good $16,000 first week.

"Sun Sets at Dawn"

"The Sun Sets at Dawn" is expected to draw a modest $14,000 for its first week at the Mayfair. At the Globe, "Vendetta" is holding up well with $12,000 in sight for a fourth week. Also doing satisfactory business is "The Mudlark," which is expected to bring $18,000 to the Rivoli for its fourth week.

"Seven Days to Noon" is still doing exceptional business at the Trans Lux 52nd St., where $14,000 was registered for a fourth week of what is expected to be a long run. "Trio" at the Sutton has dipped to four figures, $9,300, for its 15th week, but the gross is still fine.

"David Copperfield," a reissue, is in its first week at Loew's State, with $17,000 expected for the week; not an exceptional figure, but better than some new product has been doing at the same stand.

"Born Yesterday" is continuing at a lively clip at the Victoria, with $38,000 expected for a fourth week. Next door at the Astor, "Harvey" is also doing well, with $24,000 due for its fourth week. "Cyrano de Bergerac" is still drawing well on its two-a-day policy at the Bijou, with $13,000 expected for a 10th week.

Review

"Blue Blood"

(*Monogram*) *Hollywood, Jan. 15*

IT IS a cinch that the substantial section of the public that is partial to horses and horse-racing will react favorably to this treatment in Cinecolor of W. Scott Darling's knowing script suggested by a Peter B. Kyne story, "Dog Meat."

Staying well within the bounds of reason, the story portrays the world of the turf and tugs gently at the heart strings instead of trying to snap them. It closes on a thrilling horse race, naturally, but doesn't tip the outcome, and it holds to a minimum the villainy necessary to plot purposes. It may turn out to be the most successful of the several race-horse pictures this company has released in recent years.

Although Bill Williams, Jane Nigh and Audrey Long handle the romantic side of the story, altogether satisfactorily, it is Arthur Shields, as the horse trainer down on his luck at the picture's opening, who carries brilliantly the burden of interest. He is hitch-hiking his way from a Los Angeles race track to Caliente when he comes upon Taglefoot, a five-year-old horse with whose record he is familiar, being driven to the slaughter house to be converted into dog food. With Miss Nigh, daughter of a wealthy sportsman, adding a necessary $5 to his all, he buys the horse for $25 and determines to restore it to racing condition. A synopsis is no medium for relating the incidents which ensue, for they are the kind to be seen, not just read about, but it may be recorded as information of exhibitor usefulness that the film ends happily.

Ben Schwalb produced and Lew Landers directed, both admirably.

Running time, 72 minutes. General audience classification. Release date, not set.

Admit Soldiers Free

ATLANTA, Jan. 15.—Some Atlanta theatres have applied no-admission policies to armed forces inductees who have completed their processing but have not yet obtained their orders. Wilby-Kincey's Paramount-Fox and Roxy theatres here have given permission for the future soldiers to attend at no cost since the induction center has no facilities or funds for entertainment or recreation.

Phonevision

(*Continued from page* 1)

lies report they had not previously seen the films viewed on Phonevision. Thus, say Zenith officials, Phonevision can tap a vast new audience if it receives approval from the FCC. Several persons indicated they had not gone to a motion picture theatre in several years.

That Phonevision is an ideal way to see films many of the postcard reports say because there is no problem of getting into a theatre, parking, standing in line, finding a seat, and getting up several times to let other people in and out.

There have been relatively few complaints about the smallness of TV pictures compared to those of theatre screens, although some people say the films lose some of their impact because of the limited size and suggest a need for larger TV screens.

Reception by Age Group

There are some indications that parents and younger children are the most enthusiastic about Phonevision. Young people, probably more gregarious and "social conscious," go to theatres for reasons other than the picture—to be seen, to hold hands, to see a stage show, or to be with the crowd.

Zenith has been especially interested in the fact that many families indicate they don't mind paying for a picture they have seen before. Because of this attitude, Zenith has arranged to show a few of the great picture classics not available to commercial TV. The first one, "The Hunchback of Notre Dame," will be on this week.



COMPO

(*Continued from page* 1)

the draft of the by-laws amendment, which will make the corporate structure alteration possible, is received at TOA headquarters here. The draft is due to be completed by industry attorneys on or about Jan. 24, which would give the lawyers the 10 days they indicated they would require to put the proposed amendment in proper form.

It would appear that TOA's approval, practically a foregone conclusion, will come considerably before that of Allied States Association, whose board is scheduled to vote on the plan at its meeting in Washington Feb. 15-16, and whose individual units will vote on it thereafter. The proposal for the organizational change, understood to have been the handiwork of Abram Myers, Allied general counsel and board chairman, and presented on Friday at the COMPO board meeting here by Nathan Yamins of Allied, obviously stands a much better chance of national Allied approval than did the TOA-sponsored proposal for a comparable change which was approved by the COMPO board last Thursday and abrogated Friday.

At-large Membership

Uncertainty continues to prevail with respect to the composition of the at-large membership of the executive committee. That committee will consist of the voting membership of the existing executive board plus a maximum of seven representatives from Allied, seven from TOA and seven to be elected at large by the new board.

As presented at the board meeting last Friday, the new plan does not exclude Allied and TOA from membership in the at-large group, and it is viewed as likely that one or the other, or both, will attempt to make inroads into the group. A provision preventing Allied and TOA from gaining such additional representation on the executive committee could be incorporated in the amendment which is being drafted, however. Whether inclusion of such a provision would be viewed unfavorably by Allied and TOA would remain to be seen. As it is, each of those organizations are assured of eight representatives on the executive committee, which will be the key corporate unit in that unanimous vote will be required to approve any proposal. There are eight other COMPO members, and more are indicated, all of which might earnestly seek representation on the at-large group.

Quick Approvals

Quick approval of the new COMPO organizational setup is expected of the Society of Independent Motion Picture Producers, the Metropolitan Motion Picture Theatres Association, New York Independent Theatre Owners Association, the Variety Clubs, the trade press committee, the Motion Picture Association of America, Pacific Coast Conference of Independent Theatre Owners and the Motion Picture Industry Council. But these, like TOA and Allied, must await the draft of the amendment.

'Mr. Universe' Opens

COLUMBUS, O., Jan. 15.—World premiere of Eagle Lion Classics' "Mr. Universe" is scheduled for Wednesday at the RKO Grand here. Vincent Edwards, Ohio State University swimmer who has the title role, is to appear in person at the premiere.

"DALLAS" IS NOW IN ROCHESTER!

and Business is Great!



COLOR BY TECHNICOLOR · SMASH BY WARNER BROS.

Report New Combine Planned for Mpls.

Minneapolis, Jan. 15. — Formation of a new buying combine for all independent theatres in the Minneapolis areas is reported to be under consideration here. Under the plan existing buying groups would join up with the new set up, it is said.

Reported to be prime movers in the new plan are Tom Burke, a former member of Theatre Associates, and Ted Mann, present head of the Independent Theatres Association. The latter was in New York last week conferring with distribution executives.

Services Thursday For Allen Sparrow

Funeral services for Allen Sparrow, 52, Loew's Theatres Southern division manager who died of a heart attack Sunday night while visiting Loew's Palace at Memphis, will be held Thursday in Washington at the William Lee and Sons Funeral Home, Loew's reported here. Sparrow was manager of the Strand at Washington from 1919 to 1927 and subsequently managed Loew's theatres in several cities until he became divisional manager in 1942, with headquarters at Atlanta.

The widow, a daughter, two sisters and four brothers, one of whom is Boyd Sparrow, manager of Loew's Warfield, San Francisco, survive.

Marcus Notes Dead

WASHINGTON, Jan. 15.—Funeral services will be held tomorrow for Marcus Notes, Washington real estate man who once owned five theatres on Ninth Street and at the time of his death still owned the Strand and Roosevelt. Notes, who was 86, died yesterday in Baltimore. He had been in failing health for a year. His son, Isaac Notes, now manages the two theatres.

J. Walter Brown, 60

LONDON, Jan. 15.—J. Walter Brown, formerly sales manager for Warners here, died suddenly at the age of 60. Brown had spent 24 years in the industry on the sales side, joining Warners in 1933 as assistant general manager. He resigned in 1948 owing to ill-health.

Stars at WB Premiere

MIAMI, Jan. 15. — Ginger Rogers, Ronald Reagan and Steve Cochran have arrived in Miami Beach to make personal appearances at Wednesday night's world premiere of Warners "Storm Warning," at the Beach Theatre. The premiere is being held for the benefit of the Variety Children's Hospital of Greater Miami.

Says TV Sets Taxable

BOSTON, Jan. 15. — Massachusetts' Tax Commissioner Henry F. Long has ruled that television sets can be taxed. He explained that the television set is a household furnishing and therefore it comes under the personal property tax, but the television antenna is part of the house and thus it comes under the real estate tax.

Disney

(*Continued from page* 1)

to the Disney-Coca Cola Christmas Day telecast and said, "We reached an estimated 20,000,000 viewers with a show that not only highlighted a preview of our next all-cartoon feature, 'Alice in Wonderland,' but also called to the attention of this vast audience that they could see the picture in their favorite theatres this year."

Disney said that video is reaching its level as entertainment, but that "we firmly believe that motion pictures are still your best entertainment. As a promotion medium however, television has attained maturity."

Disney Gross of $7,293,849 Highest in Company's History

HOLLYWOOD, Jan. 15.—The gross income for Walt Disney Productions for the fiscal year ending Sept. 30, 1950, reached a total of $7,293,849, 28 per cent above the $5,685,055 reported for 1949, and an all-time high for the company, president Roy O. Disney reported today in a letter to stockholders.

Consolidated net profit for the 1950 fiscal year was $717,542 which was equal, after providing for dividends on the preferred stock, to $1.06 a share on the 652,840 common shares outstanding. In 1949 there was a loss of $93,899.

Disney stated that the principal sources of feature picture revenue in 1950 were "Ichabod and Mr. Toad," first released in October, 1949, and "Cinderella," which began its release in February, 1950. First cash from Treasure Island was not received until after the close of the fiscal year.

Net working capital increased from $4,617,543 at Oct. 1, 1949, to $5,247,751 at Sept. 30, 1950, and current bank loans were reduced $2,011,285 during the fiscal year. These improvements in the company's financial condition are due chiefly to the results from "Cinderella," which is the highest grossing Disney feature since "Snow White," Disney said.

Despite restrictions in many countries, foreign distribution of Disney product is proceeding well, the report said, and good success has been achieved in converting foreign currencies to dollars. Disney blocked funds at Sept. 30, 1950, totaled $480,000 as compared with $450,000 a year ago.

Feature product releases in the next two years will include "Alice in Wonderland," in the fall of 1951, to be followed in 1952 by "Robin Hood," an all live action feature to be produced in England.

Para. Stock Buying

(*Continued from page* 1)

earlier date that the company may acquire the 500,000 shares.

During the period Dec. 22-31, the company purchased for retirement 67,970 shares and contracted to purchase an additional 92,349, the difference between the total of those two figures and the 251,000 shares purchased to date having been bought in the interim. Paramount Pictures had 2,497,665 shares outstanding as of last Dec. 31.

Town Theatreless

HAMILTON, O., Jan. 15.—The Majestic, the only house in nearby Camden, O., operated by Mrs. Louise Siebert, has closed indefinitely.

"All out...for the Companion-approved movie!"



There's always a bus bustle and highway hustle when the latest COMPANION-approved movie comes to town. Smiling movie-goers arrive from far and near—and that's why the movie-makers have invested more money in the COMPANION during the past five years than in any other monthly magazine*.

**Except of course the fan magazines!*

Currently advertised in the COMPANION:

"*Kim*"—METRO-GOLDWYN-MAYER

"*September Affair*"—PARAMOUNT PICTURES CORP.

"*Vengeance Valley*"—METRO-GOLDWYN-MAYER

"*Harvey*"—UNIVERSAL-INTERNATIONAL

Woman's Home COMPANION

AVERAGE CIRCULATION: MORE THAN 4,000,000

THE CROWELL-COLLIER PUBLISHING COMPANY, 640 FIFTH AVENUE, NEW YORK 19, N.Y.

Mr. Showman—
FILM DAILY says

the MAN who cheated himself

rates a good deal
of attention
because



"It's First Rate!"

"It's effectively played on every hand!"

"It's a resourceful, imaginative smart job!"

"It should prove itself a good thing at the boxoffice in every situation!"

STR agrees:
"First-rate Entertainment!"

BOXOFFICE agrees:
"Sure to Please!"

HARRISON'S REPORTS agrees:
"Engrossing, gripping and Exciting!"

Ask the showmen
who saw it at the
Trade Screening!

BOOK IT NOW!

There's No Business Like 20th CENTURY-FOX Business!

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 69. NO. 12 NEW YORK, U. S. A., WEDNESDAY, JANUARY 17, 1951 TEN CENTS

Federal Sales Tax Might Hit Theatres

Administration Weighs Plans; Still Undecided

WASHINGTON, Jan. 16.—The Administration's tax experts were reported to be at work on a plan for an across-the-board sales tax, should Congress decide such a measure is needed. In the case of theatres, it has not been decided whether this would be on top of admission taxes, or whether theatres would be exempt.

The Administration does not want to recommend such a plan at this time. It would rather raise corporate and individual income taxes, plug tax loopholes and raise some excises, particularly on luxuries and consumer durables. But Treasury officials are afraid that Congress will not go along with this plan and that key senators and representatives will say they would prefer a sales tax. In that event, the Administration would like to be ready with a suggestion of its own. As the

(*Continued on page 9*)

Phonevision Tax Is Seen by N. J. Allied

The question whether Phonevision would be subject to Federal taxation when and if it enters full-scale competition with motion picture theatres was brought out at the general membership meeting of the Allied Theatre Owners of New Jersey in Trenton on Monday, Wilbur Snaper, president, said yesterday.

It was observed by a number of the theatre operators that Phonevision, in

(*Continued on page 10*)

Warns of 'Crippling' Effect of New Taxes

Boston, Jan. 16.—Samuel Pinanski, president of the Theatre Owners of America, today warned that "any increase of Federal admission taxes to the theatres at this time would definitely and seriously affect the entire motion picture industry.

"With business conditions being what they are today any added taxation would cripple the theatres which already have been suffering materially," he said.

NPA Grants Five Theatre Appeals, Turns Down Five

WASHINGTON, Jan. 16.—The National Production Authority today approved five "hardship appeals" from its theatre building ban and turned down appeals on five other projects.

This was the highest number of turndowns yet announced by the authority in any bi-monthly listing of appeals actions. NPA officials said that this did not indicate any tightening of NPA's policy on appeals, however, but rather resulted from the fact that so much has been written about NPA's "liberal appeal" policy that many firms which really didn't have valid appeals were encouraged to ask for special treatment.

The following five projects were approved:

A drive-in at Baytown, Texas, for J. M. Meyer, of Pasadena, Tex., no cost estimate; a $55,000 remodeling and redecorating job for the John Hamrick Tacoma Theatres, Tacoma, Wash.; a conventional theatre at Miami Beach, Fla., for the Nichols Construction Co., no estimated cost; a $26,000 drive-in at Altavista, Va., for E. R. English, English Theatre Co.; and alterations and repairs for fire damage to the Mayfield Theatre, Palo Alto, Calif., Menlo-Mayfield Amusement Company, no estimated cost.

The following five appeals were rejected:

A $109,000 apartment and theatre

(*Continued on page 10*)

Offers Hughes Stock Swap

A stock swap in which Howard Hughes would exchange his holdings in the new RKO Theatres company for the picture company shares owned by the opposition group of stockholders headed by David J. Greene, New York stock broker and investment counsel, is under serious consideration, Greene confirmed yesterday.

Greene, who presented the plan to Noah Dietrich, RKO Pictures board chairman, pointed out yesterday that consummation of such a deal would effectively carry out terms of the government decree, obviate the necessity of further governmental investigations of the new RKO set up, and at the same time satisfy the dissident stockholders who are contesting Hughes' control of the two companies.

The latest investigation of RKO's compliance with its decree was touched off last week when Greene, who claims to represent stockholders owning 300,000 shares in each of the new companies, complained to the Department of Justice that Hughes continues to dominate both companies by having nominated board members who

(*Continued on page 9*)

Popkin Seeks to Halt UA Release

HOLLYWOOD, Jan. 16.—Independent producer Harry Popkin today disclosed that his lawyers are preparing to file a court action against United Artists Distributing Co. in order to restrain the company from releasing his "The Second Woman," starring Robert Young and Betsy Drake.

Popkin alleged that UA is no longer in financial condition to do business,

(*Continued on page 10*)

Expect UA Meeting Will Be Extended

Doubt was expressed here yesterday that today's meeting of United Artists principals would result in a clear-cut solution of the company's difficulties. Some observers conjectured that Charles Chaplin and Mary Pickford would remain in New York for several days for additional meetings with Paul V. McNutt, UA board chairman.

It is understood that two proposals designed to help the company will be

(*Continued on page 9*)

Refuses to Dismiss Homeland Suit

WASHINGTON, Jan. 16.—District Judge McLaughlin today turned down twin motions to dismiss and to transfer a $750,000 damage and injunction suit brought here against all eight major distributors by the Homeland Amusement Co. of Baltimore.

Homeland charged it had inferior clearance to theatres in the Durkee Circuit in Baltimore. The distributors

(*Continued on page 9*)

SWG Makes Strike Move as Talks Stall

HOLLYWOOD, Jan. 16.—The Screen Writers Guild, which months ago voted authorization to use a strike as a weapon in case producers failed to negotiate a new contract, last night set up a committee of the whole to prepare plans for a walkout if agreements are not reached within the prescribed 60-day period, now half expired.

The officers told the executive board

(*Continued on page 9*)

Large Circuit Funds Keep COMPO Going

Money Is Sufficient to Finance Limited Activity

Its public relations activities necessarily limited by budgetary difficulties, the Council of Motion Picture Organizations nonetheless will be able to carry on its work at about the tempo it has pursued in the past year until the proposed new corporate structure is achieved in about six or eight weeks, it was indicated yesterday.

It is primarily by the grace of "sizable" contributions received recently from a number of the larger circuits that COMPO's paid staff of executives and office workers will be able to maintain their pace, although continuing to figure importantly in COMPO's maintenance is the reserve which the Motion Picture Association of America provided about a year ago.

The MPAA loaned the all-industry organization approximately $35,000,

(*Continued on page 10*)

Compo Plan Before SIMPP Next Month

The board of the Society of Independent Motion Picture Producers is scheduled to meet on the Coast early next month to vote on the new organizational plan which will provide the Council of Motion Picture Organizations with a 31-member executive committee and a vastly expanded board of directors.

Ellis G. Arnall, SIMPP president, who this week is in Atlanta, has been

(*Continued on page 10*)

Britain's Dim-out Hits Box-Office

London, Jan. 16.—Theatre business in London's West End and in the bigger provincial cities has taken a considerable nose-dive following the government's shutdown order on illuminated exterior displays to conserve coal.

Technical advisors of the Cinematograph Exhibitors' Association have protested the dimout to the Ministry of Fuel, but the Ministry to date has remained adamant.

Bakers Help Exploit New MGM Product

M-G-M stars and pictures will be featured by the Quality Bakers of America in a $5,000,000 co-operative campaign which will include advertising in 500 newspapers, posting of 24-sheets and 3-sheets, and special window displays, it is announced by Howard Dietz, advertising-publicity vice-president, and Dan Terrell, exploitation director.

The tie-up covers leading M-G-M productions from March through December and will run for a full year. Howard Strickling and Ralph Wheelwright will supervise studio cooperation on the plan, details of which have been set by Robert L. Schaus, Quality Bakers advertising director.

Quality Bakers represents 81 leading bakers, supplying bread to more than 20,000,000 homes. Among features of the campaign are window and counter displays in 130,000 stores.

Name Field Staff For U-I's 'Tomahawk'

Universal-International has recruited a special field exploitation force to promote the key city and territorial openings of the Technicolor film "Tomahawk," which has its world premiere at the Chicago Theatre, Chicago, Jan. 26 followed by a series of territorial premieres.

Ben Katz, U-I Midwest field representative, assisted by Alfred Bransdorfer, is handling the Chicago bow. Initial assignments include Bob Wile to Philadelphia; Cliff Brown to San Francisco; Ben Kaufman to Buffalo and Syracuse; John McGrail to Boston, New Haven and Providence; Larry Greib to Detroit and Toledo and Bill Slater to Cleveland. Charles Simonelli, U-I executive in charge of national exploitation, and Al Horwits, studio publicity director, will be in Chicago for the world premiere.

Five Key Openings In 'Raid' Campaign

Duke Clark, Paramount's South-Central division manager, has lined up five key theatres in as many cities in Missouri and Kansas, to be progressive premiere show cases for Nat Holt's "The Great Missouri Raid."

The openings will kick off a promotion campaign for 350 saturation bookings in the St. Louis and Kansas City territories. A troupe of Hollywood film personalities headed by producer Holt will appear at the openings, which will include stage shows. Jerry Pickman, assistant to Paramount's publicity-advertising head, Max Youngstein, will come from New York to accompany the tour. John del Valle, Holt publicist, will work with James Castle, the company's regional exploiteer, and others on the premiere.

Para. Bookers Meet

The fifth and final of a series of Paramount bookers' meetings is scheduled to take place here at the weekend. Bookers and office-booking managers of New York, Boston, New Haven, Albany and Buffalo will attend.

Personal Mention

HENRY HATHAWAY, 20th Century-Fox director, has arrived here from the Coast en route to Munich.

•

JOHN P. BYRNE, M-G-M Eastern sales manager, and his home office assistant, PAUL J. RICHRATH, are visiting Albany this week.

•

EVELYN WEGENER, assistant to M. L. SIMONS, editor of M-G-M's *"The Distribtor,"* has become engaged to WILLIAM LINDBERG, JR., of Long Island. They will be wed in September.

•

BERT BASTEDO, of the Eagle Lion Classics accounting department, was married to HELENE RENNERT of Pathe Industries at the Grace Lutheran Church, Malverne, L. I., recently.

•

SHIRLEY SCHINDLER, secretary to MILTON ELEMAN of National Screen's production department, was married recently to JULIE ZIMMERMAN.

•

JOHN DAMM, for the past 18 years manager of the State Theatre, Sandusky, O., has resigned to operate a drive-in theatre in Florida.

•

JACK S. CONNOLLY, now in London, has left there for Frankfort and Munich and thence to Rome.

•

FRANK BALLBACK, office assistant at Theatre Owners of America here, has joined the U. S. Air Force.

•

MAX BERCUTT, Warner's exploiteer in Portland, Ore., is in Seattle from San Francisco.

•

JANE DONATO of the Rivoli Theatre, Bridgeport, Conn., is engaged to SAMUEL BOCCHINO of that city.

P. T. DANA, Universal Pictures Eastern sales manager, is in Detroit from New York and will return here tomorrow.

•

BILL BLAKE, former special press representative for Universal handling J. Arthur Rank product over here, has been named press representative for the RKO Golden Gate Theatre, San Francisco.

•

EUGENE PICKER, in charge of Loew's New York theatre operations, is due to leave here today for a vacation in Tuscon, Arizona, and in California, where he will visit the M-G-M studios.

•

KATHERINE OVERSTREET, of the Fourth Ave. Amusement Co., Louisville, has left there for a Florida vacation.

•

CHARLES A. SMAKWITZ, Warner zone manager in Albany, has been elected president of the Albany County Heart Association.

•

NAT COHEN, STUART LEVY'S partner in Anglo-Amalgamated Productions Ltd., is scheduled to fly to New York from London on Saturday.

•

RICHARD DOBBIN, JR., has been promoted from booker to salesman at RKO's Boston exchange.

•

GEORGE H. BOOKBINDER, president of All Star Productions, will sail for Paris from here on Saturday.

•

R. A. MCNEIL, former San Francisco circuit operator, is on a world cruise aboard the *S. S. Caronia.*

•

MRS. EDDIE MANNIX, wife of the M-G-M studio executive, has returned to the Coast from New York.

Producer-Ascap Pact Prepared for Signing

HOLLYWOOD, Jan. 16.—Contracts to provide for payment by Hollywood production companies, large and small, for the use of music in motion pictures are being drawn at present, and it is indicated that they will be signed shortly.

Total annual payment under the contracts has been estimated to be $800,000. Under the theatre seat music tax, which was outlawed in consequence of the Ascap anti-trust consent decree signed last spring, film houses paid Ascap approximately $1,200,000 per year.

It was reported in MOTION PICTURE DAILY on Dec. 26 last that the Ascap contracts would be signed this month.

20th's 'Music' Bow Here to Aid 'Vets'

Twentieth Century-Fox's "Of Men and Music" will have its New York premiere on Feb. 13 at the Park Avenue Theatre. This bow will also be the occasion of a theatre party in behalf of the Hospitalized Veterans Music Service.

Mrs. Lytle Hull, president of HVMS, and Mrs. Angier Biddle Duke will head the benefit committee.

To Nominate Rivkin MPIC Co-chairman

HOLLYWOOD, Jan. 16.—Screen Writers Guild will nominate writer Allen Rivkin for co-chairman of the Motion Picture Industry Council at tomorrow nights' regular meeting which is expected to hear executive secretary Art Arthur's report on last week's COMPO meeting in New York and approve the action taken.

Rivkin is MPIC treasurer and nomination is a necessary preliminary to election. B. B. Kahane, present co-chairman succeeds to the chairmanship in February.

Senate Receives Griffis Nomination

WASHINGTON, Jan. 16.—President Truman today formally nominated Stanton Griffis to be Ambassador to Spain.

The President had earlier announced his intention of naming Griffis, chairman of the Paramount executive committee, to Madrid and sent the nomination to the Senate for confirmation this morning.

Griffis was formerly Ambassador to Argentina. He also was U. S. envoy to Poland and Egypt, receiving the appointments in 1947, and 1948.

Newsreel Parade

THE fighting in Korea and the March of Dimes drive are given coverage in the current newsreels. Other items include the San Francisco storm, an airline crash, sports and fashions. Complete contents follow:

MOVIETONE NEWS, No. 6—Seesaw battle rages in Korea. March of Dimes poster child. U. S. S. Wisconsin back in service. Michigan quads double family. Summer fashions on ice at ski resort. Sports.

NEWS OF THE DAY, No. 240—Korea war crisis. Air lift orphan. Harold Stassen reports. Chicago fire. San Francisco hurricane. March of Dimes. Eddie Rickenbacker and son. Quads take the spotlight.

PARAMOUNT NEWS, No. 43—Korea: heroic stand by Second Division. Harold Stassen gives views after global tour. Gen. Eisenhower continues tour. Ski togs meant for skiing. March of Dimes rally.

TELENEWS DIGEST, No. 3-A—Korea: refugee island. Storm lashes San Francisco. Gen. Eisenhower continues tour. Former New Zealand minister Peter Fraser buried. Indo-China fighting. Motor Boat show. Chicago fire. Abandon luxury liner contruction.

UNIVERSAL NEWS, No. 422—March of Dimes drive. Seven dead in plane crash. Twister levels California town. Huge fire in Chicago. Quads born in Michigan. Chihuahuas on parade. Report from Korea.

WARNER PATHE NEWS, No. 45—War in Korea. Chicago fire. Philadelphia air crash. March of Dimes poster boy meets President Truman. New York; a pastor goes back to the army. Ski styles from Swiss Alps.

Nebraska, Ia. AITO Adds 3 New Officers

DES MOINES, Jan. 16.—Three new officers were added today to the Allied Independent Theatre Owners of Iowa and Nebraska, which held a board meeting here at the Hotel Savery.

The three, who will serve as regional vice-presidents for South Dakota, Nebraska and Iowa, respectively, are: Al Wuebben, Parkston, S. D.; Arnold Meierdierks, Penders, Neb.; and Mrs. Carl Parsons, Keota, Ia.

Other officers, all re-elected, are: Leo Wollcott, Eldora, Ia., chairman of the board; Al Myrick, Lake Park, Ia., president; T. J. Evans, Clinton, Ia., treasurer; Elmer Huhnke, Omaha, secretary, and Charles Niles, Anamosa, national director.

The board discussed matters of clearance and instructed Niles to report on violations at the national convention. Plans were laid for the annual convention here April 10 and 11.

FBI Recovers Three Films in Florida

HOLLYWOOD, Fla., Jan. 16.—Continued investigation by the F.B.I. of individuals who are reported to be in improper possession of motion picture films belonging to major distributors has resulted in the recovery of three features in 16mm. size. They are: "On Stage Everybody," Universal; "Smashing The Rackets," RKO; and "Over My Dead Body," 20th Century-Fox.

The recovered films have been turned over to Sargoy & Stein, special counsel for the major distributors in copyright matters, for return to their respective copyright proprietors.

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Kindly Lion

To THE EDITOR:

I would like to start the New Year with a resolution of thanks to Metro-Goldwyn-Mayer for giving us so many top grossing features of which several were roadshow attractions at film rentals we could afford.

Good old Leo, the Lion didn't gouge us for all the profits, either. "Battleground," "Father of the Bride," "Annie Get Your Gun" and "King Solomon's Mines" were all roadshow caliber and were top grossers.

With the lineup for '51, Metro looks to be the top money company again. My sincere thanks to Metro, the truly square-deal company.—*W. FRANK AYDELOTTE, Trail Theatre, Fort Collins, Colo.*

A LETTER WHICH APPEARED IN MOTION PICTURE HERALD, JAN. 6, 1951



The Glory Story of the

The war cry
screams...
the war drums
throb...
and a howling horde
of reckless redmen
ride to vengeance!



Starring **VAN HEFLIN · YVONNE De CARLO**

with **PRESTON FOSTER · JACK OAKIE · TOM TULLY · SUSAN CABOT** and **ALEX NICOL**

Screenplay by SILVIA RICHARDS and MAURICE GERAGHTY · Directed by GEORGE SHERMAN ·

Great Sioux Indian Uprising!

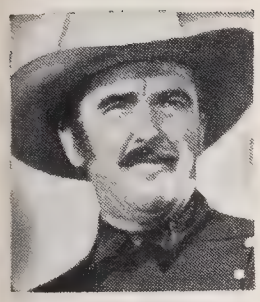
TOMAHAWK

COLOR BY TECHNICOLOR

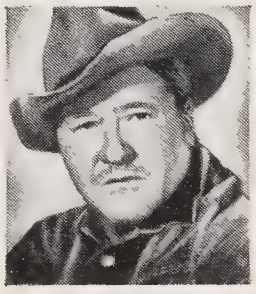


BRIDGER... who dared the redman's fury

JULIE... alone—in a land of lonely men



COL. CARRINGTON
commanded the frontier outpost



BECKWORTH
who crossed the warpath and lived



MONAHSEETAH
who followed a murderer's trail



LT. DANCY
his past hid a deadly secret



RED CLOUD
wily chieftain of the Savage Sioux

duced by LEONARD GOLDSTEIN • A UNIVERSAL-INTERNATIONAL PICTURE

Universal International

Congressman Seeks Curb on Networks

Washington, Jan. 16.—Representative Harry Sheppard, California Democrat, has made a blistering attack on the House floor against the four major radio networks, calling on Congress to adopt two bills he is sponsoring to curb network power.

Sheppard said it had been brought to his attention that stations controlled by the four major nets had been restraining the broadcast of many important radio programs, preventing millions from hearing them and depriving independent stations of broadcast revenues. One of Sheppard's bills would ease the rebroadcast situation; the other would require FCC licensing of networks as well as individual stations.

Coy Again Predicts End of TV Freeze

BUFFALO, Jan. 16.—Federal Communications Commission chairman Wayne Coy today predicted that the Commission's freeze on new television stations would be lifted and the Commission would grant new applications by September unless the mobilization program is consuming so many materials that none will be left over for building TV stations.

However, Coy admitted, in an address to the New York State Publishers Association here, that he had made several predictions before as to when the freeze would be lifted and had been proven wrong.

To View CBS Color TV

The Atlantic Coast section of the Society of Motion Picture and Television Engineers will view a demonstration broadcast of CBS color TV at its regular monthly meeting tonight at 401 Fifth Ave.



Reviews

"The Second Woman"

(Popkin—United Artists)

FLUID action and cumulative suspense do much to enhance this conventional melodrama with psychological trimmings. The story is one that unfolds like a case history out of a psychiatrist's note book. Mort Briskin has given the production a polished treatment and that includes attractive settings and some fine photography. As for the cast, it has Robert Young and Betsy Drake in the lead with support coming from John Sutton, Morris Carnovsky and Henry O'Neill. All in all, the picture should send the customers away satisfied.

Young portrays an architect who is still brooding over the death of his fiancee in an automobile accident a year back on the eve of their wedding. As time progresses, a series of misfortunes fall steadily upon Young, making him retreat more and more into himself and causing observers to characterize him as a victim of delusions with a persecution complex. First a treasured bit of sculpture of Young's is found unexplainably shattered, then his horse breaks a leg unaccountably, following which his dog dies mysteriously, and so on. The pattern of plotted evil dawns gradually upon Young. With the aid of Miss Drake, a statistician in love with him, Young carefully proceeds to set a trap to expose the malefactor. In time the culprit is revealed to be the unsuspected father of the girl who was killed in the accident. It seems the father, O'Neill, became paranoiac as a result of the shock of the accident, and as a consequence, was determined to eliminate Young for his presumed negligence at the wheel.

Other subplots of a minor nature add various tones and shades to the story. Robert Smith, who co-produced, did the original screenplay of this Harry M. Popkin production. James V. Kern directed.

Running time, 91 minutes. General audience classification. Release date, Feb. 9.

MANDEL HERBSTMAN

"Gene Autry and the Mounties"

(Columbia)

POPULAR Gene Autry again takes up the cudgels against the forces of evil and in so doing gives a satisfactory display of his riding, shooting and fistic prowess in his association here with the Royal Canadian Mounted Police. In this standard Western yarn fashioned by Norman S. Hall, U. S. Marshal Autry and his ever-present deputy, Pat Buttram, enlist the aid of the Canadian Mounties in quashing an impending rebellion and bringing the culprits, a group of murderous bank robbers, to justice.

In the story, Carleton Young plans to incite a Canadian rebellion but makes the tactical error of robbing banks in U. S. Marshal Autry's territory. Gene pursues his quarry across the border and with the aid of the Mounties, brings his mission to a successful conclusion. In the process, he reforms a potential bandit and unites a Mountie and a girl. The principal offender is burned to death in a fire. Buttram supplies the comedy touches. Action is plentiful and romance is played down. Armand Schaefer produced and John English directed.

Running time, 70 minutes. General audience classification. For January release.

"Gasoline Alley"

(Columbia)

BEST point to work with in exploitation for this comedy drama is that it is based on the syndicated comic strip of the same name by Frank O. King. The story concerns the adventures of a college lad, Scotty Beckett, who gets married, leaves school and decides to go into business for himself. The picture has some good moments of comedy and action, but generally it is lacking in freshness and sustained appeal.

Beckett, backed by his older brother, decides to open a diner. After overcoming some initial obstacles, he gets the business really humming. Thereupon the head of a chain of drive-in restaurants decides to either buy him out or force him out of business. There follow a series of adventures and when all seems lost for Beckett an unexpected stroke of good fortune saves the day.

Susan Morrow plays the wife of Beckett who joins in the business venture. Others in the cast are Jimmy Lydon, the older brother; Dick Wessel, ex-Army sergeant and chef of the diner; and Jimmy Lloyd, quick-talking representative of the syndicate. Milton Feldman produced and Edward Bernds directed and did the screenplay.

Running time, 77 minutes. General audience classification. Set for January release.

M. H.

Lyon in Kansas City

KANSAS CITY, Jan. 16.—Harold B. Lyon, former manager of the Paramount Theatre in Des Moines, has arrived here to assume his duties as managing director of the Paramount Theatre. He succeeds M. D. Cohn, who died in October.

KFS Rights to Famous

Famous Studios, producers of Paramount animated cartoons, has concluded a deal with King Features Syndicate for the commercial exploitation of all of its cartoon characters.

Drama Critics Meeting

The annual meeting of the Foreign language press Drama Critics' Circle will be held here tomorrow evening at the Hotel St. Moritz. On the agenda is the election of officers and discussion of awards to be made later this year.

Heart Award to Bershon

LOS ANGELES, Jan. 16.—Dave Bershon, veteran independent exhibitor here, will receive the second Great Heart award to be presented by the Variety Club of Southern California.

'Miracle' Issue to Regents Tomorrow

ALBANY, Jan. 16.—When they convene here for a regular meeting on Thursday, the Regents of New York State are expected to have at hand a report from John J. Jehu, State Director of Education, on whether they have the power to override the State Board of Censors' approval of the controversial Roberto Rossellini production, "The Miracle." The Regents will meet on Friday also.

The picture is playing at the Paris Theatre in New York as part of an omnibus program entitled "Ways of Love." A court order caused New York City License Commissioner Edward G. McCaffrey to lift a ban he had imposed against showing of the film at the house. Catholic groups, supporting McCaffrey's original action, have declared an all-out fight against "The Miracle."

Meanwhile, the American Civil Liberties Union and the Authors League of America have urged in a joint telegram that the Board of Regents uphold the State censors and not revoke the license issued for the film.

Stars to Attend Communion Program

More than a dozen stars of the screen, stage and radio will be among the guests of honor at the first annual Communion breakfast for Catholics of the motion picture industry to be held Sunday at St. Patrick's Cathedral here.

The Most Reverend William A. Scully, coadjutor Bishop of Albany, will be the principal speaker at a breakfast to follow in the Grand Ballroom of the Waldorf-Astoria. Others on the program include Don Ameche, Nan Merriman, Pat O'Brien and Perry Como.

The following are sponsors of the Communion breakfast:

Frank Alvord, Martin Bennett, Miss Marguerite Bourdette, Frank Bryan, Frank E. Cahill, Jr., Francis X. Carroll, Pat Casey, John Confort, Tom Crehan, William Cronin, Jack Dailey, Edward C. Dowden, Joseph Egan, James Franey, Joseph Geoghan, Edmund C. Grainger, James R. Grainger, William J. Heineman, Walter Higgins, James David Ivers, Austin C. Keough, Mrs. James Looram, Thomas J. Martin, Peter Mooney, Paul C. Mooney, Sr., and James A. Mulvey.

Also: John F. Murphy, Thomas Murtha, Joseph McMahon, William J. McShea, L. Douglas Netter, John J. O'Connor, Thomas F. O'Connor, Paul D. O'Brien, Robert H. O'Brien, Joyce O'Hara, Edward K. O'Shea, Daniel Ponticelli, Martin Quigley, Sr., Charles M. Reagan, C. J. Scollard, George J. Schaefer, Edwin J. Smith, Jr., Bert Sanford, Gael Sullivan, Nick Tronolone, Frank C. Walker, Richard F. Walsh, William A. White, and Reverend Patrick J. Masterson, Spiritual Director.

Andy Smith Stars in 'Mountain' Trailer

Andy W. Smith, Jr., vice-president and general sales manager for 20th Century-Fox, is featured in a short trailer sparking the company's Technicolor "I'd Climb the Highest Mountain," which will be featured at the "Exhibitor Family" showings of the film to be held in 178 screening areas, as well as the regular trade showings in the company's 37 exchange centers.

In his screen talk, Smith informs exhibitors of the company's publicity and advertising campaign, backed by an ad barrage in more than 60 religious publications. His "pitch" is based on the family entertainment qualities of the film.

The First Pictures to be Presented

"THE SWORD OF MONTE CRISTO" 20TH CENTURY-FOX RELEASE

"HURRICANE ISLAND" COLUMBIA

"WHEN THE REDSKINS RODE" COLUMBIA

"TEXAS RANGERS" COLUMBIA

"THE MAGIC CARPET" COLUMBIA

"THE BAREFOOT MAILMAN" COLUMBIA

"DRUMS IN THE DEEP SOUTH" KING BROS.

in

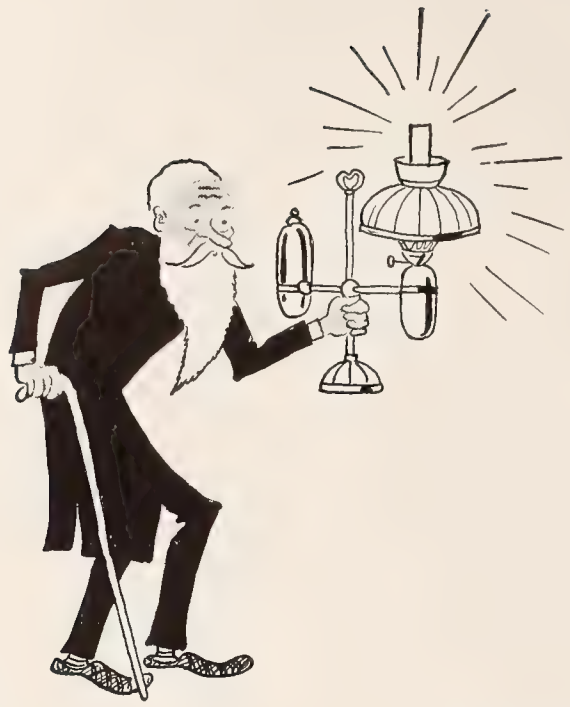
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Watch for Them!

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...Hollywood Reporter

"T.O.A. Convention in Houston, unanimously "Demands" All Pix in Color."
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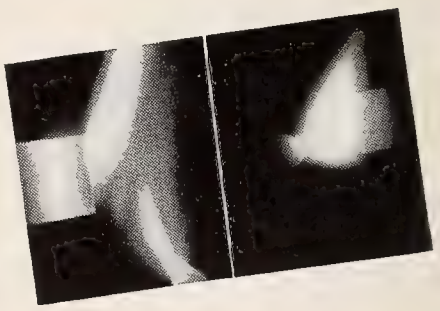
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- Steadier burning, greater dependability
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"National" "Suprex" carbons provide the brightest light for their size and current input that you can obtain. This light is perfect in color balance. It throws a vivid, detailed and thoroughly satisfactory picture on the screen.

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With the revolutionary new "Eveready" No. 1050 Flashlight Battery you get these big exclusive features:

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Why? Because of the *exclusive* "inside-out" construction of the "Eveready" No. 1050 battery. Instead of being the container for the cell, the zinc electrode is on the inside to make the battery last longer, while the new outside carbon jacket makes the battery leakproof. Order a supply of No. 1050's *today*.

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Sues Over Foreign Rights to Westerns

HOLLYWOOD, Jan. 16. — Cavalcade Pictures, Inc., today filed a $105,000 breach of contract suit against Favorite Films, Inc., and Arista Film Corp. in superior court, Harvey Pergament, Cavalcade president, said. The alleged breach of contract by Favorite involves foreign distribution rights to 20 Zane Grey Westerns.

Cavalcade asked for $105,000, covering $30,000 "for services rendered" and $75,000 for foreign rights said to have been promised by Favorite to Pergament, for having coordinated the package between Favorite and the former owners. Favorite was said to have hurdled its promise to Cavalcade by having Arista Corp. invest in the purchase.

Homeland Suit

(*Continued from page* 1)

moved to dismiss the case on the ground that the Durkee Circuit, named as a co-conspirator, should have been named as a party and that the case could not go forward unless Durkee was made a party. McLaughlin ruled the plaintiff had the choice of naming any or all or none of the co-conspirators as a party. Then the distributors moved to transfer the case to Baltimore on the ground that the jury could actually inspect the theatres involved, and McLaughlin ruled that the distributors had their offices here and the suit should remain here.

US Sales Tax

(*Continued from page* 1)

Treasury officials envisage it, the sales tax would be over and above all existing excises and proposed increases.

It still hasn't been determined whether the Administration is thinking of exempting service establishments, such as theatres, from a sales tax. Nor is it clear yet whether the Administration is planning to ask for a boost in the admission tax.

At a press conference today, Secretary of the Treasury Snyder would only say that the Administration feels "every source of revenue" must be carefully studied for a possible increase. Asked if that statement included a sales tax, Snyder replied, "I said every source of revenue."

Snyder said the President would send his tax recommendations to Congress before the end of the month.

SWG Strike Move

(*Continued from page* 1)

members that the producers have failed to respond to the guild's notification that it had filed a strike notice with the Federal Mediation and Conciliation Service. Separation - of - rights, minimum aggregate compensation and special remuneration for re-use of written material on television are points on which the guild and studio negotiations bogged down.

Fire Destroys Theatre

SALT LAKE CITY, Jan. 16. — The Draper Theatre Building in nearby Draper was totally destroyed by fire Tuesday morning. Cause of the blaze could not be determined by manager Lloyd Iams.

NEWS in Brief . . .

BALTIMORE, Jan. 16.—Motion picture theatres throughout Maryland will cooperate in the 1951 March of Dimes, Lauritz Garman, president of the Motion Picture Theatre Owners of Maryland, has announced.

•

The Screen Publicists Guild will become the strongest in its history, Sig Maitles, retiring president, declared on the heels of the union's reconstruction. The SPG merger with Screen Office and Professional Employes Guild was dissolved last week.

•

WASHINGTON, Jan. 16.—The Radio-Television Manufacturers Association has written the Department of Commerce urging that steps be taken to prevent the trade mark registration of the letters "TV" in Spain.

•

SAN FRANCISCO, Jan. 16. — Mrs. Erma Brewster, head of the Industrial Welfare Commission, San Francisco, will be the guest of the California Theatres Association at its board of directors meeting Jan. 25.

•

BUFFALO, Jan. 16.—Plans for the benefit premiere early in February of "September Affair" in the Center Theatre here are nearing completion. The proceeds of the bow will go to the local cerebral palsy clinic. James H. Eshelman, district manager, Buffalo Paramount Corp., and Tom Jeacock, executive secretary of the clinic, are arranging the affair.

Coast Production Climbs Up to 31

HOLLYWOOD, Jan. 16.—The production tally displayed a healthier increase this week with a total of 31 pictures in work. Thirteen new pictures were started and five were completed.

Started were: "Cyclone Fury," "Sunny Side Of The Street," and "Remember That Face," Columbia: "Operation Disaster" (Monter-Paal Prod.), Eagle Lion Classics; "Danger Zone," Lippert; "Man On The Train," "The Strip," M-G-M; "In Old Amarillo," "Thunder In God's Country," Republic; "The Golden Horde," "Iron Man," Universal - International; "Moonlight Bay," "I Was A Communist For The FBI," Warner Brothers. Completed were: "Man For Hire," "Roaring City," Lippert; "Show Boat," M-G-M; "The Dakota Kid," Republic; "No Highway," 20th Century-Fox.

Legion Reviews 10; Rates Two As 'B'

Ten additional films have been reviewed by the National Legion of Decency with two receiving "B" classifications. In that category are Paramount's "The Great Missouri Raid," and Warner Brothers' "Operation Pacific."

In A-I are Republic's "Buckaroo Sheriff of Texas" and "Pride of Maryland"; Columbia's "Gasoline Alley" and "Prairie Roundup"; and Universal-International's "Target Unknown." In Class A-II are RKO Radio's "Double Deal," Fine Arts' "Hue and Cry," and 20th Century-Fox's "Hue and Cry," and 20th Century-Fox's "Rawhide."

Hit Censor for Ban On Chaplin Picture

Chattanooga, Jan. 16.—The act of Lloyd T. Binford, chairman of the censorship board here, in forbidding the showing of "City Lights" in Memphis because of the "present reputation of its chief actor (Charles Chaplin), has been termed "stupid" in an editorial in the *Chattanooga Times*.

"Movie censorship in Memphis has long been a black example of . . . prejudice," the editorial said.

Stock Swap

(*Continued from page* 1)

would serve for a year before a regularly scheduled meeting of stockholders is held.

Greene said that his proposal of a stock exchange was received with keen interest by Dietrich and Thomas Slack, Hughes' attorney. The next step, Greene said, is to work out a basis for an equitable exchange. This means an exhaustive analysis of the value of the theatre company stock in relation to the stock of the new picture company, a task that Greene expects to take several weeks to complete.

Yesterday's closing quotations for RKO Pictures stock was 3⅞, while RKO Theatres closed at 4⅛.

Both Dietrich and Slack were away from New York yesterday and could not be reached for comment on the stock transfer plan.

Charges, Denials Fill Air in Mass. Hearing

BOSTON, Jan. 16. — A legislative hearing before the Committee on Mercantile Affairs regarding a bill to prohibit the granting or renewal of a drive-in theatre permit within 2,000 feet of a church, was held at the State House today.

Representative John J. Beads of Boston, sponsor of the bill, said that the drive-in theatre in Neponset, Mass., was close to the St. Brendans Church in Dorchester, Mass. Senator William J. Keenan of Boston, who assailed the drive-in theatres generally, said he has been told by attendants and police that most drive-in theatres were "large houses of ill fame." This charge was vigorously denied by Frank C. Lydon, representing Allied Theatres of New England.

The bill before the committee was termed discriminatory by Ray Feeley representing the Drive-in Theatres Association of New England.

U. A. Meeting

(*Continued from page* 1)

discussed at the meeting. One, more in the nature of a "package" or suggestions for operating with a different management and at reduced costs, was offered by Jacques Grinieff, independent distributor, who recently returned from the Coast where he presented his plan to Miss Pickford and Chaplin. The other is said to have been submitted by Arthur Krim and Robert Benjamin for Walter Heller of Chicago, to lend UA enough money to carry on at least temporarily.

The

First Annual Communion Breakfast

for members of the motion picture industry in the New York area will be held next Sunday, January 21 in the Grand Ballroom of the Waldorf Astoria following a Pontifical Mass at St. Patrick's Cathedral at 9 A.M. The principal address will be given by the Most Reverend WILLIAM A. SCULLY, coadjutor Bishop of Albany, and stars of the screen, radio and the stage will be guests of honor. Reservations are still available from the committee member in your office or from MISS MARGUERITE BOURDETTE, *Room* 1107, 1501 *Broadway. Telephone BRyant* 9-8700. TICKETS: $3.50 EACH.

Phonevision

(*Continued from page* 1)

fairness to motion picture theatres which must collect Federal taxes on admissions, should be required to pa taxes, or collect taxes from its "patrons," at a rate similar to that to which theatres are subject. Snaper informed the membership that he would ask Abram F. Myers, Allied States general counsel, for an opinion regarding possible taxes on Phonevision.

A guest at the meeting was Assemblywoman Freeman of Essex County who is framing a childrens admittances bill for introduction in the New Jersey Legislature. The bill, designed to replace a present law which is said to be unenforceable, would prohibit the admittance of children to a theatre during evening hours unless a member of the theatre's staff was made available to supervise a children's section. A law of this kind is in force in New York City.

The theatremen, Snaper said, informed the legislator of their objections to the bill.

A. T. & T. Watches Phonevision Test

The American Telephone and Telegraph Co., whose facilities would be used in the event Phonevision becomes a commercial reality, is keeping a close watch on Zenith's 300-family test in Chicago, it was learned here yesterday.

A company spokesman emphasized that Zenith is merely a customer of A. T. and T. and that the telephone company is merely following developments of the test as a matter of policy. A. T. and T. has not approached Zenith for any information, but is keeping tabs through newspaper clippings, appraisal of product used and general public reaction. The telephone company earlier declined to do the bookkeeping or billing of Phonevision subscribers who are supposed to pay $1 for each program ordered over their home telephone.

Phonevision Lists 7 Films for Test

CHICAGO, Jan. 16.—Phonevision test fare for the next week includes one Paramount film, one from Warner, two from M-G-M, and three from RKO.

The film, producer, and year produced are as follows: "Saigon," Paramount, 1948; "Wallflower," Warner, 1948; "The Search," M-G-M, 1948; "No Leave, No Love," M-G-M, 1946; "Gunga Din," RKO, 1939; "Sister Kenny," RKO, 1946; and "Bringing Up Baby," RKO, 1938.

Colombia Increases Film Remittances

WASHINGTON, Jan. 16.—Columbia has made more exchange available for royalties on film imports or the direct purchase of films, Commerce Department film chief Nathan D. Golden reported.

Golden said exchange quotas for the period July 1, 1949, through June 30, 1950, are to be readjusted to the full amount of royalties payable for that period, thus permitting the remittance of all royalties earned by the foreign companies during that year but not previously remitted. For the July 1, 1950, to June 30, 1951, year, the new ruling authorizes quotas equal to the newly adjusted quotas for the past year plus 10 per cent.

Reviews

"Three Desperate Men"

(*Lippert Productions*) *Hollywood, Jan.* 16

SOME selling strength to this standard Western is provided by the name of Preston Foster in the lead. The picture opens with a historical foreword pointing out that violence was pretty prevalent in 1888. Orville Hampton's script gets off to a somewhat obscure beginning, but levels off on a series of sequences consisting of pursuits and escapes by horseback, and along toward the end there's a bit of departure from custom when the leading lady dies a normal death, leaving the leading man to the fate common to distinguished desperadoes. He meets death by gunfire when he and his brothers attempt to rob a bank and an express office in a single town on the same visit by way of making people forget the James Brothers and the Daltons who, he remarks, never accomplished that feat.

Foster plays the elder of the three Denton boys, law abiding deputy sheriffs who feel impelled to step over to the other side of the law when two of them, rescuing the third from hanging for a crime he didn't commit, have to kill an officer to accomplish it. The newspapers, incited by a disappointed sheriff who resents the rescue of the innocent man, build up a false reputation of banditry for the Dentons, who are persuaded to try to live up to it because it seems easier to do so than to establish their innocence.

Others in the cast are Jim Davis, Virginia Grey, Ross Latimer, Monte Blue, Sid Melton, and John Brown and Rory Malinson. Sigmund Neufeld produced and Sam Newfield directed for executive producer Murray Lerner.

Running time, 69 minutes. General audience classification. Release date, not set.

"Al Jennings of Oklahoma"

(*Columbia*)

AN HONEST man, through circumstances beyond his control, is driven to a life of crime in this biographical Western. Filmed in Technicolor, the screenplay by George Bricker is fashioned along standard outdoor action lines.

Dan Duryea, in the lead, is an honest but hotheaded young lawyer who kills the man who murdered his brother. In his flight from a posse, he and another brother, Dick Foran, join a gang of rustlers. Duryea soon takes over leadership of the group. Later, he and Foran establish an honest business in New Orleans, where Duryea is about to marry Gale Storm. Circumstances force the brothers back to lawlessness. A framed trial puts them behind bars but the injustice Duryea suffered is righted and he is freed.

The photography is uniformly good, the acting adequate, but the dialogue is stilted. The picture abounds in gunplay and hard riding but has a minimum of romance, making it good fare for Western fans.

Ray Nazarro directed with accent on action; Rudolph C. Flothow produced.

Running time, 79 minutes. General audience classification. Release date, March, 1951.

"Orpheus"

(*Discina International Films*)

DISCRIMINATING patrons whose favor leans towards pictures that have a literary flavor will respond to "Orpheus." This French-made drama is run through with symbolism and mysticism. The fact that poet-author Jean Cocteau wrote and directed the film should give it added prestige and the name of Jean Marais further enhances its value to special audiences.

In "Orpheus" Cocteau once again treats the subject of death which appears personified in the beautiful form of Maria Casares and is called "The Princess." Phrases of obviously deep meaning are used rather loosely for the average audience to digest. Recurrent is the theme that life, from the very beginning, is death. Mirrors, always one of Cocteau's favorite preoccupations, symbolize this rather morbid trend of thought. Through a mirror Marais, in love with death, enters the world beyond, and returns from it. Photographically, and from the point of performance, this picture should be of interest to the art houses.

Running time, 86 minutes. General audience classification. For January release.

Popkin Seeks

(*Continued from page* 1)

and his distribution contract gives him the right to reject any or all bookings for the film.

The producer further charged that without his permission and without his warning, UA announced plans last week for putting "The Second Woman" into immediate release.

The company, he said, had previously promised him that the film would be kept in the vaults until UA's financial affairs had been straightened out.

Miss Pinza to Palace

Claudia Pinza, featured soprano of the Metropolitan Opera Co., will headline the vaudeville show at the RKO Palace Theatre the week of Feb. 1.

Miami Fetes Stars Of 'Storm Warning'

MIAMI, Jan. 16.—A reception committee, led by Jack Bell, Miami Variety Club chief barker, will welcome Ronald Reagan and Steve Cochran on their arrival here tonight for the world premiere of Warner Brothers' "Storm Warning," at the Beach Theatre.

Sparrow Rites Today

WASHINGTON, Jan. 16.—Pallbearers at services to be held here tomorrow for Allen Sparrow, Loew's Theatres Southern division manager, will include Joseph R. Vogel, Oscar Doob, John Murphy, Orville Crouch, O. J. Ratto, Jack Foxe and Joel Margolis. Sparrow, 52, died Sunday night.

COMPO

(*Continued from page* 1)

which has been used for operating expenses, including salaries, headquarters rental, etc. The recent contributions by several large circuits such as Loew's and RKO differed from the MPAA advance in that they were not loans but were payments against dues, past and future.

The COMPO deficit at present is reported to have grown since last November, when Robert J. O'Donnell, COMPO treasurer, reported it to be $41,329. It is expected to continue to grow until such time as a steady flow of revenue is received from distributors and exhibitors, each of whom will pay one-tenth of one per cent of film rentals, based on figures for the year prior to the one in which payments are made.

In recent months COMPO has received from exhibitors and distributors revenue based on the film rentals formula. But these payments are described as coming in "dribs and drabs."

It is expected that a steady flow of revenue will start when the new corporate structure, consisting of a vastly expanded board and a 31-member executive committee, has been approved by COMPO's constituent member organizations, principally Theatre Owners of America and Allied States Association. The theatres represented by these two organizations have, by and large, refrained from paying dues to COMPO pending settlement of the controversy over operational structure.

COMPO and SIMPP

(*Continued from page* 1)

conferring by telephone on the new development with some of his fellow members of the COMPO board. Arnall attended the meeting of the COMPO board last Thursday in New York but was unable to attend the session on Friday, at which time the compromise was reached on the new COMPO organizational structure. The SIMPP president is due to return to New York from Atlanta early next week.

NPA Appeals

(*Continued from page* 1)

project, Palace Theatre, Malta, Mont.; two drive-ins at Detroit, no estimated cost, Smith Management Co., of Boston; conversion of a garage to a theatre at Urbana, Ill., Urbana-Lincoln Hotel $25,000; a $35,000 drive-in at Huntsville, Ala., for Rhett Woody; and an $18,000 remodeling job at Roanoke Rapids, N. C., for Roanoke Amusements, Inc.

WASHINGTON, Jan. 16.—Officials of the National Production Authority said that radio and television stations are not affected by the new ban on commercial construction.

Kodak Shuts Offices In Prague, Shanghai

Eastman Kodak has closed two foreign offices because of changes in the international situation. Kodak's Czechoslovakian branch and processing station in Prague ceased operations on Dec. 31, 1950. Sales and business operations at the Kodak branch office in Shanghai also were discontinued on that date.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 69. NO. 13 NEW YORK, U. S. A., THURSDAY, JANUARY 18, 1951 TEN CENTS

UA Books Film As Popkin Fights Release

Producer Sees Injunctive Action as One Alternative

HOLLYWOOD, Jan. 17.—Producer Harry Popkin will petition the courts for an injunction to prevent United Artists from releasing his, "The Second Woman" if the opening date for the film's announced booking into New York's Rivoli arrives before the company has straightened out its financial affairs, Popkin declared today.

The producer said his attorneys have the necessary papers prepared for immediate filing in New York or here, but he is disposed to withhold action as long as practical in the hopes that the company can put its affairs into satisfactory order —when and if company deals, now under consideration, jell.

He said he will go to New York and discuss with management the

(*Continued on page 3*)

Western Pa. Allied Elects Fred Beedle

PITTSBURGH, Jan. 17.—Fred A. Beedle of Canonsburg, Pa., was elected president of the Allied Motion Picture Theatre Owners of Western Pennsylvania as the 30th annual two-day convention ended at the William Penn Hotel here today.

Earl Beckwirth was named vice-president and Norman Mervis, treasurer. Fred J. Herrington was retained as secretary. Beedle succeeds Morris

(*Continued on page 4*)

Extend NBC Color Tests to March 1

WASHINGTON, Jan. 17.—The Federal Communications Commission today extended until March 1 NBC's authority to carry test broadcasts of RCA's color TV system during off-hours on its New York and Washington TV stations.

In another action, the FCC refused to suspend a tariff proposed by A. T. and T. for transmitting color television programs. The tariff is slated to go into effect Jan. 25. The Commission noted that it has promised eventually to get around to holding hearings on all common carrier television rates, including the A.T. and T. color tariff.

Reynaud, Johnston To Speak at NCCJ Dinner Here

Paul Reynaud, former Premier of France and present chairman of the Economic Commission of the Council of Europe, and Eric Johnston, president of the Motion Picture Association of America, will address the dinner of the amusements division of the National Conference of Christians and Jews in the Grand Ballroom of the Waldorf Astoria Hotel here next Thursday. The dinner will launch this year's observance of Brotherhood Week, February 18-25.

Charles M. Reagan, national chairman of the amusements division and sales executive of Loew's, said that more than 800 representatives of all fields of the entertainment industry will attend the affair.

The selection of Reynaud and Johnston as principal speakers at the din-

(*Continued on page 4*)

Mass. Censor Unit Proposed, Opposed

BOSTON, Jan. 17.—"It's time to correct the morals of television shows," Senator William J. Keenan of Boston declared today before the legislative committee on state administration. Keenan recommended establishment of a six man board of censors in the state to examine all television entertainment, motion pictures, floor shows, radio programs and stage shows.

The proposal was opposed by Representative Michael J. McCarthy of

(*Continued on page 4*)

REPORT JOHNSTON TAKING U.S. JOB

No Neb. Laws Due; No Favors Asked

Lincoln, Neb., Jan. 17.—The Nebraska State Legislature has no plans for legislation directly affecting the industry, the state's lawmakers told more than 200 industry members who attended a dinner here in honor of the legislators. In return, the legislators were told the industry has no favors to ask of the legislature.

R. L. Livingston, president of the Nebraska Theatre Association, was presented with a luggage case for his work in behalf of the industry on the legislative front.

UPT Stock Options For Siegel, Brown

Stock options for 131,500 shares of United Paramount Theatres common have been issued in line with the option plan covering 250,000 shares which the UPT stockholders approved on Dec. 15, it was disclosed here yesterday. Two new names have appeared in the list of company officers who will participate in the option plan: Simon B. Siegel, comptroller,

(*Continued on page 4*)

Say MPAA Board Agrees To Granting Him Leave Of Absence from Post

Eric Johnston, president of the Motion Picture Association of America, has been offered a post as top economic adviser to Charles E. Wilson, who, as mobilization director, heads the nation's rearmament and emergency economic program, it was widely reported here and in Washington yesterday.



Eric Johnston

Simultaneously, it was reported that the MPAA board of directors meeting here yesterday agreed to grant Johnston a leave of absence. No official confirmation of either report was forthcoming but it appeared that

(*Continued on page 4*)

Met. Insurance Co. In UPT Loan Pact

The $45,000,000 loan secured last month by United Paramount Theatres from sources which were unidentified when UPT announced the transaction was revealed yesterday to have been closed with Metropolitan Life Insurance Co. for $36,250,000, First National Bank of Chicago for $3,500,000, Manufacturers Trust Co. for $2,800,000 and Bankers Trust Co. for $2,450,000. The Metropolitan Life

(*Continued on page 4*)

$1,000,000 Mars-MGM Suit to Trial Sat.

CHICAGO, Jan. 17.—Federal Judge P. L. Sullivan today set Saturday as the trial date for the $1,000,000 civil suit brought against M-G-M and Louis B. Mayer, individually, by Henry B. Moore, owner of Mars Music Co. The case was filed May, 1949.

Moore owns national and international copyrights to a song titled, "There's A Reason for Everything," and charges the defendants are now using that song under the title, "Just Reminiscing," infringing on the property rights of the plaintiff.

Theatre TV Recommended In British Gov't Report

Defense Dept. Seeks Radio, TV Controls

Washington, Jan. 17.—Sen. Edwin Johnson today introduced, at the request of the Defense Department, a bill which he said would place controls on every radio and television station and is designed to prevent enemy planes from finding targets by following radio beams. Johnson said he is not convinced that the bill is necessary and that he will insist on full hearings before his Interstate Commerce Committee.

By PETER BURNUP

LONDON, Jan. 17.—The Beveridge Committee report, to be released tomorrow, makes recommendations that will permit private companies to operate theatre television in Britain, which has been prevented heretofore by British Broadcasting Corp.'s monopoly.

Throughout the Beveridge Committee's inquiry into the future of the BBC setup, BBC bitterly opposed giving theatres the right to televize their own programs. The Committee suggests that in the event the government adopts its recommendation, the film industry reciprocate by making films more readily available to BBC. This the industry undoubtedly would do.

The report, a 180,000-word work with a 320,000-word appendix and

(*Continued on page 4*)

Personal Mention

A. W. SCHWALBERG, president of Paramount Film Distributing Corp., is due to return here today after a two-week trip to Hollywood.

•

GORDON LIGHTSTONE, Paramount's general manager for Canada, is slated to arrive here today from Canada for a series of conferences with A. W. SCHWALBERG, president of Paramount Film Distributing Corp.

•

HUGH MACKENZIE, Chicago publicity director for RKO Theatres, has been transferred to the Philadelphia office. DOUG BECK of Philadelphia replaces him in the post.

•

BERNARD ROSENZWEIG, of Warner Brothers' theatre real estate department, and his wife announce the birth of a boy at Methodist Hospital in Brooklyn.

•

RICHARD CONTE is slated to leave here for Miami on Sunday to make a personal appearance there in connection with his latest film, "Under the Gun."

•

MRS. WALTER MIRISCH, wife of the Monogram producer, gave birth to a daughter at the Cedars of Lebanon Hospital on Saturday.

•

TERRY TURNER, RKO Theatres' director of exploitation, has returned here following a business trip to company exchanges.

•

BEN SCHWALB, Monogram producer, has left Hollywood for New York on business.

•

GREGORY RATOFF is due to arrive here today from Europe aboard the *Queen Mary*.

•

SAM FORGOSTON of M-G-M's advertising department is at the Parkchester Hospital for observation.

RKO's Depinet Drive Group Due Here

RKO Pictures' 1951 Depinet Drive delegation will return to the home office over the weekend after completing the second lap of a tour of exchanges throughout the United States and Canada.

Returning from the field are Walter E. Branson, Western division sales manager; Nat Levy, Eastern division sales manager; Charles Boasberg, North-South division sales manager; Sidney Kramer, short subjects sales manager, and M. G. Poller, assistant to Robert Mochrie, vice-president and general sales manager. The division managers were accompanied by their respective assistants Frank Drumm, Harry Gittleson, and Carl Peppercorn.

Art Policy for Belmont

The Belmont Theatre, 48th Street, east of Broadway, here is undergoing extensive alterations in preparation for its opening as a first run art theatre set tentatively for tomorrow.

No Theatres Needed In Para. TV Tests

Experiments in the use of micro-wave relays for multiple-theatre telecasts, being conducted by Paramount Theatre TV Productions with the permission of the Federal Communications Commission, have not reached the stage where actual use of theatres are contemplated or needed, Richard Hodgson, Paramount technical director of television operations said yesterday.

As reported to the FCC last week, Paramount has found that 70 per cent of the 200 theatres in the New York metropolitan area with a 2,000-seat or more capacity each could be reached by direct transmission. The present tests, designed to produce an economical transmitting system capable of producing a higher quality screen image, can be conducted without the need of actual theatre TV installations, Hodgson said.

Before the micro-wave relay system can be adopted commercially, the FCC must act on the allocation of ultra high frequency wave lengths, Hodgson said.

Nothing Can Equal Screen: Sullivan

HARTFORD, Jan. 17—"Nothing will ever equal or surpass the entertainment of the screen," Gael Sullivan, Theatre Owners of America executive director, said here in an interview.

Among other observations made was that as soon as large screen television gets going on a regular basis in theatres from coast-to-coast, "I don't believe you'll hear too much about the oft-repeated statement, 'television is going to drive theatres out of business.'"

"I'd like to see every film coming out of Hollywood produced in Technicolor, as protection against that inevitable day when black and white television becomes color."

Sullivan said he would like to see greater development of third dimensional films, the introduction of new personalities, and the development of more quality stories.

'Dimes' Aides Named

BOSTON, Jan. 17.—Arnold Van Leer publicity representative for Paramount in New England, and James J. King, Boston publicity director for RKO Theatres, have been named by Edward X. Callahan, 20th Century-Fox Northeastern division manager and chairman of the industry division of the 1951 March of Dimes drive, to serve as co-chairman of the entertainment committee for the benefit show to be held Jan. 29 at the Boston Garden.

To Plug 'The Medium'

Ben Washer has been engaged to handle the publicity campaign for the Trans-Film production of Cian Carlo-Menotti's "The Medium," produced by Walter Lowendahl in association with Evan Frankel. Milton Perlman was associate producer.

Voight to Publicize Wald-Krasna Films

Hubert Voight, former Hollywood studio publicist and recently associated with public relations organizations in San Francisco and New York, has been engaged by Jerry Wald and Norman Krasna to take charge of the Wald-Krasna unit under RKO Pictures studio publicity director Perry Lieber. Voight assumes his new post immediately.

New Frank Unit to Produce, Release

MINNEAPOLIS, Jan. 17.—W. R. Frank, exhibitor and producer, has formed W. R. Frank Associates for the purpose of distributing the reissued "The Devil and Daniel Webster" and to produce two new pictures, "Sitting Bull' and "It's A Great Day." Local investors and exhibitors are joining in the venture which has received authorization from the Minnesota Securities Commission to issue $1,000,000 in $1 par common shares.

Frank recently paid $55,000 to RKO for its one-half ownership of "Daniel." He plans to list his own share in the picture at the same figure, bringing the cost of "Daniel" to stockholders of W. R. Frank Associates at $110,000.

Frank also plans to produce a picture on the life of Billie Miske, former St. Paul heavyweight fighter. He has sent the story to Dick Powell in the hope of getting him to act the Miske role in the picture.

Declaring television to be "one of the most exciting and fastest growing" of new businesses, Frank still expressed confidence in the film industry.

Newspaper Ads For Films May Be Cut

BUFFALO, Jan. 17.—R. M. Fowler, president of the Newsprint Association of Canada, today told a meeting of the New York State Publishers Association that a newsprint shortage may force American newspapers to ration advertising and pay higher prices for paper in 1951. During the World War II newsprint shortage, motion picture advertising in newspapers was restricted considerably.

Fowler said Canadian newsprint manufacturers probably couldn't keep up with the demand because of a labor shortage brought on by expanding defense projects. He said publishers "are not likely to have quite as much newsprint in 1951 as you would like to have."

Diamond to England

HOLLYWOOD, Jan. 17.—Producer David Diamond will leave here for England upon the completion of editing of Allied Artists' "I Was an American Spy." He is scheduled to produce "Women of Britain."

'Why Korea?' Tells Story of Fighting

A special press screening of Movietone News' 30-minute documentary, "Why Korea?" was held here yesterday at the 20th Century-Fox home office. Through skillful compilation of newsreel clips and documentary footage, the editors have done an admirable job of throwing into clear focus the background of the fighting in Korea today.

The theme of the subject is that there are no longer any geographical boundaries, and invasion of any country is a threat to our own safety. The whole pattern of invasion the last 15 years from Ethiopia to Austria to Finland is shown in grim parallel to contemporary events. Highlights of the film are battle scenes today in Korea as well as UN meetings.

The subject was produced by Edmund Reek from a script by Joseph Kenas and Ulric Bell. A running narration is spoken by Joe King. "Why Korea?" makes an illuminating and absorbing filler for any showman's program.

M. H.

Wage, Price Freeze Seen Within Week

WASHINGTON, Jan. 17.—A general wage-price freeze was expected to be announced by the Administration within the next week.

Film industry prices are exempt from government control and would not be affected unless the industry voluntarily decided to comply and refrain from raising prices. Film industry wages would probably be subject to the general freeze.

The general freeze would stay in effect until the government has a chance to work out specific wage and price formulas for each industry.

Ives to Open Service; Other Omaha Shifts

OMAHA, Jan. 17.—Mort Ives, Columbia salesman here, will leave the company on Feb. 22 to set up his own booking and buying service. He will be replaced by Marty Grasgreen, office manager-booker, who in turn will be succeeded by Joe Weiss, former Warner salesman.

At the Paramount exchange Charles Elder, now Des Moines office manager, will become salesman, replacing James Flaherty, who is being transferred to Chicago in the same capacity.

Coxe, Para. Case Judge, to Retire

WASHINGTON, Jan. 17.—President Truman today approved the retirement of Judge Alfred C. Coxe, a member of the special three-judge statutory court handling the Paramount case, effective Jan. 31.

Coxe, who has served for the last 10 years in the Southern District Court at New York, reached the retirement age of 70 and applied for retirement.

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UA, Popkin

(*Continued from page* 1)

whole matter of his continuing to release through UA. If no new assurances materialize, he said, he will take legal action, possibly expanding the presently contemplated injunctive proceedings to include a demand for declaratory relief from his distribution contract.

The producer expressed surprise at UA's announcement that it had booked "The Second Woman" into the Rivoli and said he has not approved the contract. He charged that management had promised him that it would not release the film until new financing arrangements had been consummated. He said that today's New York announcement of the Rivoli booking is in violation of that promise.

Although his injunctive petition is drawn up, attorneys for both sides are continuing discussions, he said, in an endeavor to work out differences without recourse to the courts.

United Artists' announcement indicated "The Second Woman" would follow "The Mudlark," current Rivoli tenant. A checkup at the theatre confirmed this, but it was reported that no definite starting date was set for the Popkin picture. A Rivoli spokesman said "The Mudlark" will continue at the house at least until the end of January, if not longer.

There are six or more pictures completed and ready for release under contracts held by UA which have been held up by their producers. Apparently, UA is endeavoring to bring the entire situation to a showdown and is using the Popkin picture toward that end. Should UA succeed in this apparent endeavor, the company doubtlessly will have claim to immediate releasing rights for enough product to keep it going for the next couple of months.

Postpone Meeting of UA Principals Here

The meeting which was to be held here yesterday among Charles Chaplin, Mary Pickford and Paul V. McNutt with a view to making decisions with respect to United Artists' future was postponed indefinitely.

McNutt, UA board chairman, left here yesterday for Washington and is not expected to return to New York until Monday. Miss Pickford had not arrived in New York yesterday from the Coast, although Chaplin is in town.

'Fury' Opening Set For Coast Feb. 8

"The Sound of Fury," Robert Stillman's first production of a six-picture program for United Artists, will have its premiere Feb. 8 at the United Artists Theatre, San Francisco, it was announced here yesterday by Gradwell L. Sears, general sales manager of UA. Within a week after the premiere a number of other key city openings will take place, Sears said.

Army, Navy Release Information Films

The Air Force has released the 20-minute public information film, "Civil Air Patrol," which was produced by American Film Producers for the Air Force.

The public information film, "A Fighting Lady Speaks," is being distributed by the Navy Department.

MacKee to Advise Theatre Investors

Formation of a new drive-in and theatre investment advisory group here, to be known as the MacKee Theatre Service Corp., was announced yesterday. W. E. MacKee is president and Albert Josephthal, secretary.

The new company will represent and advise financial interests acquiring theatres and drive-ins as investments. Leases or management deals will be offered to selected exhibitors, MacKee said.

Detroit Prepares for 'Brotherhood Week'

DETROIT, Jan. 17.—Local chairmen for the annual observance of Brotherhood Week, Feb. 18-25, have been appointed at a recent luncheon here at the Detroit Variety Club, attended by more than 400 newspaper, radio, television and film industry leaders.

J. S. Manning, managing editor of the *Detroit News,* was named regional chairman. Representing the film industry are: M. J. Gowthorpe, of the Theatre Owners of America; Edward C. Johnson, Allied States Association; W. D. Woods, distribution.

Bill for Sunday Films

NASHVILLE, Jan. 17.—A bill is being introduced in the state legislature this week that would legalize Sunday films in any "civil district with a population of 30,000 to 30,200."

Lesser Signs Joint UK Production Deal

A co-production deal calling for nine pictures to be made in two years in England, has been signed by Sol Lesser Productions with Exclusive Films, headed by James Carreras, it was announced here yesterday by Seymour Poe, Lesser representative. Poe, who has just returned from a five-week trip abroad, also pointed out that Lesser has another joint production deal with Eric Pommer in Germany.

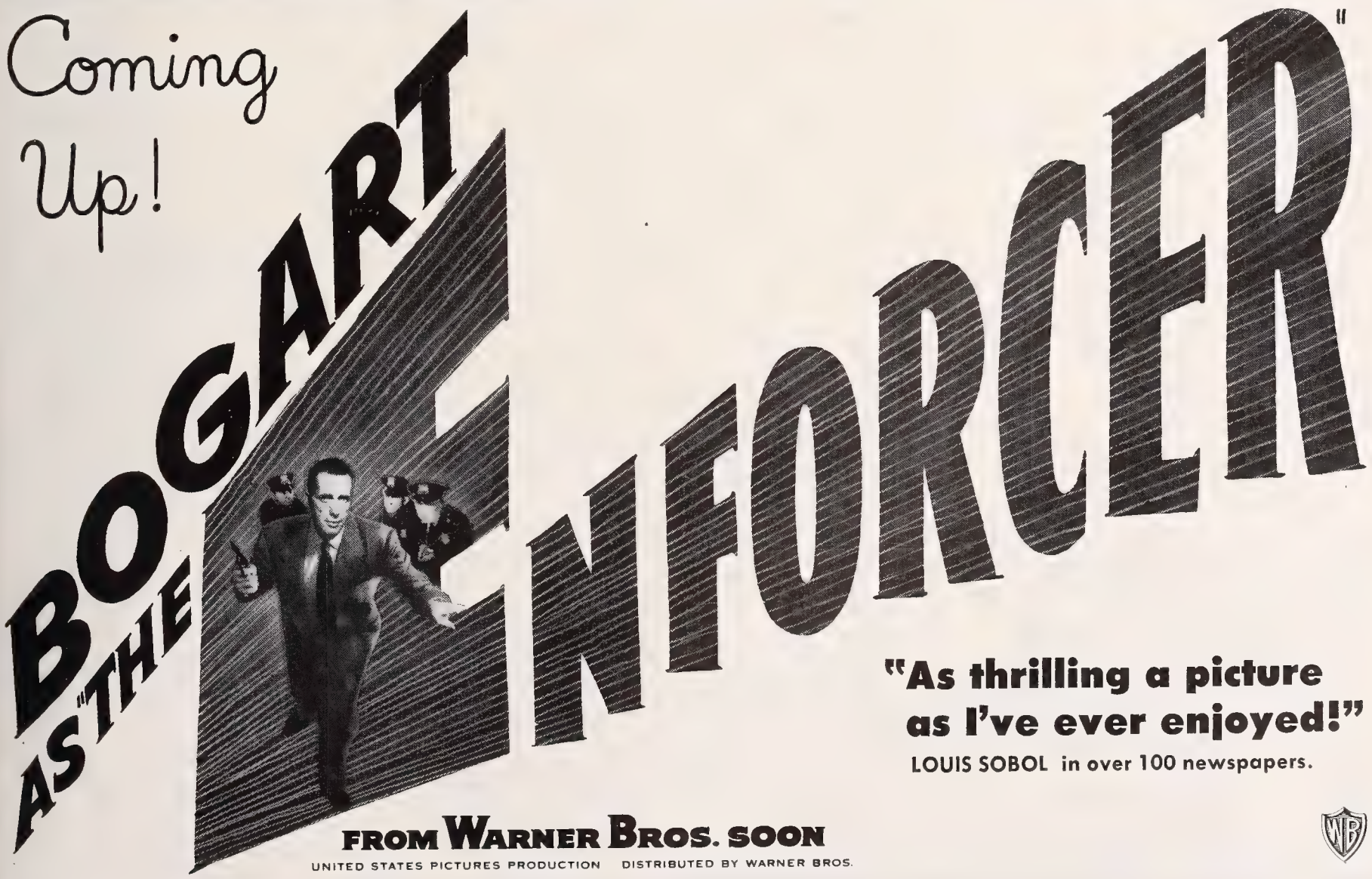
Poe reported that he opened offices for Lesser in London and Frankfurt. Jack Osserman, formerly in charge of Latin America for RKO will supervise the London office, while Eric Pleskow, former Motion Picture Export Association head in Germany, will supervise the Frankfurt office.

Hayward to Attend Premiere in Atlanta

ATLANTA, Jan. 17.—The world premiere of 20th Century-Fox's "I'd Climb The Highest Mountain" here on Feb. 6 at the Paramount Theatre will be attended by Susan Hayward and her husband. Sponsored by the Tallulah Falls group, an organization of Georgia's socialites, the premiere will set off openings in the South.

Cohen's Mother Dies

Funeral services were held yesterday at the Riverside Chapel, Far Rockaway, N. Y., for Mrs. Celia Cohen, mother of Max A. Cohen, president of Cinema Circuit. Mrs. Cohen, who was 84 years old, died Tuesday night.



UPT Loan

(Continued from page 1)

loan includes a special credit of $10,000,000 which may be borrowed on or prior to Dec. 31 of this year.

The initial financing consists of $8,750,000 of 2½ per cent notes due serially 1951-1956 to be sold to the banks and $26,250,000 of 3½ per cent notes due in 1971 to be sold to the inusrance company prior to the end of this year.

The loan deals were closed with United Paramount Theatres Enterprises, a subsidiary of UPT, in behalf of UPT. The basic $35,000,000 has been or will be used for the payment of $18,375,000 unsecured indebtedness for UPT; for the payment of other unsecured indebtedness in the amount of $5,446,740 of UPT and its restricted subsidiaries, such as Balaban & Katz, Publix Great States, United Detroit Theatres, Minnesota Amusement, Tri-States Corp., and others; for payment prior to July 1 next of secured indebtedness in the amount of $464,355 of restricted subsidiaries, and for other outstanding secured indebtedness of restricted subsidiaries totalin $314,681.

There were no underwriters for the loans, but Lehman Bros. served as technical and financial adviser.

UPT Stock Options

(Continued from page 1)

and James L. Brown, assistant treasurer.

A committee of company directors will decide upon other key personnel to whom options with respect to 118,500 additional shares will be allocated. The plan ultimately will be shared by a total of some 55 officers and employes.

Options already allocated are as follows: Leonard H. Goldenson, president, 75,000 shares; Walter W. Gross, vice-president and general counsel; Robert M. Weitman, vice-president, Edward L. Hyman, vice-president, and Robert H. O'Brien, secretary-treasurer, 12,500 shares each; Siegel, 5,000 shares, and Brown, 1,500 shares.

The purpose of the issuance of the options was to insure the retention of valued employes. The options, which will expire seven years from date of issuance, entitle the holders to purchase the common at a price of $16.63 per share. UPT common was quoted on the New York Stock Exchange on the date of issuance, Dec. 15, at approximately $17.50 per share.

Roxy Books Kaye

Danny Kaye will make his first New York personal appearance in two years when he starts a two weeks' engagement at the Roxy on Jan. 31.

British Theatre TV Report

(Continued from page 1)

covering the whole structure, history and future of broadcasting here, proposes that the government license special television wavelengths to "responsible organizations" providing the resulting pictures be available to BBC on financial terms approved by the government and subject to conditions preventing new licensees from introducing commercially-controlled television indirectly into the sphere of home viewers.

The Committee rejects the proposal that broadcasting's cost be met partly or wholly by sponsors, saying "if the people of Britain want broadcasting essentially as a public service they must be prepared to pay the cost of this service directly." The present license fee system therefore will continue. Seven of the committee's 11 members recommended advertising on radio be completely banned. One makes a minority report recommending sponsoring alongside present BBC programs.

Three members of the Committee, including significantly Lord Beveridge himself, disagree with a majority recommendation that BBC have a controlled and limited advertising hour as newspapers have advertising columns. Beveridge suggested this would not sacrifice BBC independence or broadcasting standards.

Advertising associations and important industrialists will press for government adoption of the minority's recommendations, although informed opinion holds this is unlikely while the Socialist administration continues in Britain.

Western Pa. Allied

(Continued from page 1)

Finkel, who resigned after serving four years in the office.

In the absence of National Allied president Trueman Rembusch, who is ill at his Indiana home, Abram F. Myers, chairman of the national Allied board, and general counsel, reported on results of the recent Council of Motion Picture Organizations' meeting and discussed an application by national Allied to the Federal Communications Commission for television channels to take care of theatre owners in small towns. Competitive bidding also entered the general discussion by Myers.

Other Speakers

Among other speakers were Mervis, general chairman of the convention, Finkel, Beedle, Ed Shaffer, Frank Ponoplos and Wally Allen, director of public relations.

Indoor theatre clinics were in charge of Dave Hedberg, Frank Lewis and Beckwith, while Max Arnold and Ray Woodard handled the clinics involving drive-in theatres. John Walsh, manager of the Fulton theatre here, discussed the installation of television in his theatre.

Elected to two-year terms on the board were Finkel, Charles Blatt, Lee Conrad, William Fox, Ponoplos and Woodard. Named for one-year terms were Ted Manus, Joe Gellman, Theodore Grance, Shaffer, William Wheat and Hedburg.

Lasky to Film 'Rosary'

Jesse Lasky has been assigned by M-G-M to produce a picture based on the song "The Rosary," by Ethelbert Nevin. Jesse Lasky, Jr., will do the screen play.

Boston Censor Unit

(Continued from page 1)

Bridgewater and others. Frank Lydon of Allied Theaters of New England opposed the Keenan Bill, asserting "There is no reason why motion pictures should be included in this legislation". He pointed out that no minister, priest, or rabbi had appeared either for or against the proposal." "There is good police protection at present to guard against immoral motion pictures," Lydon contended. Fred Garrigus, director of public affairs for CBS-WEEI, Boston and representing the Massachusetts Broadcasters Committee, called the bill "impractical".

Further opposition was registered by Simon P. Townsend of Westinghouse Radio Corp.

Boston Mayor Bows Out of Drive-in Row

BOSTON, Jan. 17.—Commenting on yesterday's drive-in bill hearings at the State House before the Committee on Mercantile Affairs, Mayor John B. Hynes of Boston stated tonight that he has no legal power to revoke the license for a drive-in theatre at Neponset Circle, Dorchester, which is said to be too close to a church.

Mayor Hynes said "as Mayor I do not propose to set myself up as bigger than the law. Unless and until there is sufficient evidence that the license for the operation of the drive-in theatre at Neponset has been violated, I have no power to revoke it."

NCCJ Dinner

(Continued from page 1)

ner is in line with the added international significance of Brotherhood Week, Reagan pointed out. Last June the observance was placed on a worldwide basis when World Brotherhood was launched in Paris with Dr. Arthus H. Compton, Nobel Prize physicist; Spyros Skouras, president of 20th Century-Fox Films, and Reynaud as leaders.

Reynaud will arrive in the United States with his wife on Wednesday.

Close Schenectady House

SCHENECTADY, Jan. 17.—The Rivoli here has been closed for conversion into stores. The closing is the third recently in this area, the others being the Griswold, Troy, and Colonial, Albany.

Johnston

(Continued from page 1)

if a leave of absence was granted Johnston it was for the purpose of accepting a high government post during the national emergency.

MPAA officials said they could not comment on the reports, but no denials were issued even after the report had appeared on the Dow-Jones financial news ticker. In addition, several MPAA board members declined to comment on the grounds that proceedings at yesterday's meeting were of a "confidential nature."

From some observations made, it appeared that the MPAA takes the position that any announcement of Johnston being offered, or accepting, a government post should come from Washington, not from the Association.

Johnston was recently voted a five-year extension of his unexpired contract as president of MPAA. Just who would replace him during a leave of absence was not immediately apparent. Francis Harmon, MPAA vice-president, has been ill for several months past and is in Florida recuperating.

MPAA Fails to Set East-West Meeting

The board of directors of the Motion Picture Association of America yesterday discussed the contemplated East-West meeting of distribution presidents and studio executives, which originally was scheduled for Phoenix, Ariz., last month, but failed to agree on a date and place for the meeting.

Eric Johnston, president, returned to Washington from New York yesterday with his assistant, Joyce O'Hara.

To Salute Navy at Warner Premiere

PHILADELPHIA, Jan. 17.—Tribute to the officers and men of the U. S. Navy will be paid at the premiere of Warner's "Operation Pacific" at the Mastbaum Theatre here on Saturday. Participating will be Mayor Bernard Samuel, Chamber of Commerce president Ralph Kelly and others. WCAU-TV will televise the premiere events.

Opens Booking Office

SALT LAKE CITY, Jan. 17.—Earl Stein, industry veteran, has opened a booking office here for Simons Amusement Co. Stein formerly was associated with both Eagle Lion Classics and RKO.

Circuit Names Walker

SALT LAKE CITY, Jan. 17.—Victor Walker, former Universal-International booker here, has been named manager of the new Eastern Nevada Theatres Co., an affiliate of Associated Amusements, Sam Gillette, Associated president, has announced.





FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 69. NO. 14 NEW YORK, U. S. A., FRIDAY, JANUARY 19, 1951 TEN CENTS

NPA Implies Further Cuts In Equipment

No Cutbacks at Present; Review Due March 1

WASHINGTON, Jan. 18.—Further material shortages in production of theatre equipment were hinted at today by Nathan D. Golden, director of the film division of the National Production Authority.

In a recording set for the National Audio-Visual Association meeting in Biloxi, Golden emphasized that "as of this moment, no regulations have been issued affecting material cut-backs of production" of projectors and other equipment.

Of course, he continued, "after March 1, we may find that restrictions in civilian use of aluminum and steel will have some effect upon our producers. Whether an increase in production and productivity in the fields of aluminum, steel and the like will ultimately compensate for the initial impact remains to be seen."

Golden said he did not yet know whether there would be a priority sys-

(*Continued on page 3*)

U.S. Protests to Moscow Officially On 'Smith' Issue

The U. S. Embassy in Moscow has delivered an official protest to the Soviet government against unauthorized showings in the Soviet Union of the American film, "Mr. Smith Goes to Washington," it was reliably learned today.

The protest asks that all prints of the film be returned to the embassy for transmission to the producers in the U. S.

This action came as a follow-up to the Motion Picture Association's protest to the State Department. Government officials are known to feel there

(*Continued on page 3*)

Hamaker in New Evergreen Post

SEATTLE, Jan. 18.—Jack Hamaker, manager of Evergreen's Paramount Theatre, has been appointed city manager for the circuit, it is announced by William Thedford, Evergreen vice-president. Delmo Larison will take over Hamaker's former post.

Renegotiate '306'-Circuits Pension Plan to Cut Delay

A committee of New York projectionists and representatives of the major circuits here have resumed negotiations on the union-management pension and welfare program which was agreed upon last fall and which since that time has been before the U. S. Internal Revenue Bureau for approval.

The projectionists local, No. 306 of IATSE, has been anxious to set the plan in motion, but because there has been no precedent to guide the Bureau in deciding whether the plan measures up to tax exemption specifications a long delay in receipt of word from Washington threatened. The local decided therefore to meet again with the circuits' representatives in an effort to work out a plan which would not require government approval.

The basic provisions of the original plan are expected to remain intact. These include one calling for payment by the circuits into a welfare fund of five per cent of the basic wage scale for each projectionist at the rate of 54 weeks annually, which includes the two weeks' vacation relief man.

Richard F. Walsh, IATSE president, has hailed the plan as a forerunner of a general pension movement throughout the industry in the U. S. The "306" plan will supplant the welfare program which the local has had for many years.

A spokesman for the local said yesterday that the current negotiations are expected to produce by next week the modifications which will make possible immediate activation of the plan.

Brotherhood 'Kits' Mailed to 20,000

Distribution to exhibitors, radio stations and newspapers of 20,000 specially prepared kits containing material for the observance of Brotherhood Week, Feb. 18-25, got underway yesterday.

Every exhibitor in the country will be asked to participate in the drive, according to Max E. Youngstein, chairman of advertising publicity of

(*Continued on page 2*)

'Storm' Has Gala Opening in Miami

MIAMI BEACH, Jan. 18.—Some 8,000 people turned out for the gala world premiere at the Beach Theatre here last night for Warner Bros.' "Storm Warning," starring Ginger Rogers and Ronald Reagan. A three-block long crowd came to witness the personal appearances of Miss Rogers, Reagan and Steve Cochran, who participated in the gala event.

Prince and Neilson Switch RKO Posts

Don Prince has been appointed Eastern publicity director of RKO Pictures, succeeding Rutgers Neilson, who will take over the post of foreign publicity director, which has been held by Prince for the past four years, it was announced yesterday by Ned E. Depinet, company president.

Both have been with RKO for many years. Prince came to this country

(*Continued on page 3*)

Tells MPIC U. S. To Need More Aid

HOLLYWOOD, Jan. 18.—The government will be seeking the motion picture industry's co-operation in a steadily increasing degree as the mobilization program progresses, executive secretary Art Arthur told the Motion Picture Industry Council meeting last night in reporting on his trip last week to Washington and

(*Continued on page 3*)

UNANIMOUS VOTE REQUIRED IN BOTH NEW COMPO GROUPS

Arthur L. Mayer, executive vice-president of the Council of Motion Picture Organizations, issued a statement yesterday declaring that an error had been made in a previous announcement that the proposed change in COMPO by-laws called for a majority vote in the new board of directors that is to be formed.

"A unanimous vote will be necessary in both the board of directors and the expanded executive committee," Mayer said. "I am making this announcement to clear up a misunderstanding caused by previous statements that were not in accord with the record."

May Announce Johnston'sNew US Post Today

Wilson Confirms Offer; Acceptance Almost Sure

Charles E. Wilson, Director of Defense Mobilization, confirmed reports yesterday in Washington that he has offered Eric A. Johnston, president of the Motion Picture Association of America, a top mobilization post.

Confirmation of the reports had been delayed pending determination of Johnston's availability for the new post. It has further been learned that Johnston's conditions which he put forward to Wilson before committing himself have been met, in the main, virtually making his acceptance certain.

As reported yesterday, the MPAA board at its meeting here on Wednesday agreed to grant Johnston a leave of absence for nine months if he accepts the proffered government post. Johnston had two long conferences with Wilson yesterday on the other

(*Continued on page 3*)

6 Loew's Officers Voted Options on 250,000 Shares

Stock options to six key Loew's executives were voted at the board of directors meeting held here on Wednesday, it was announced yesterday by Nicholas M. Schenck, board chairman. The action will come before the March stockholders' meeting for approval.

Dore Schary, M-G-M production vice-president, was voted an option of 100,000 shares of common stock and Arthur M. Loew, head of foreign distribution, was voted an option on 40,000 shares.

The other four executives, all vice-

(*Continued on page 3*)

Lamb Joins Realart In Seattle, Portland

Lloyd V. Lamb, active in the industry since 1922 and most recently an exhibitor, has joined Realart as the manager of the Seattle and Portland offices of Realart franchise holder N. P. Jacobs, it was announced here yesterday.

Stillman Says He's Happy with UA Deal

Hollywood, Jan. 18.—Robert Stillman has approved United Artists contracts covering five February openings of his film, "The Sound of Fury," he announced here. Stillman's attitude is that he will continue to accept what he considers good contracts with UA regardless of the policy followed by other independent producers releasing through UA.

'Born' Ad Campaign Features Trailers

Columbia's "Born Yesterday" is being backed by a strong ad campaign which is concentrating on trailers. In addition to the regular National Screen trailer, three trailers are available for theatre use and a total of 11 for television.

Four of the TV trailers were used on one Kate Smith program for the New York showing and the trailers are currently being placed on other New York network shows.

Final Para. Bookers Meet in New York

The fifth and final regional meeting of Paramount bookers will be held at the Warwick Hotel in New York this weekend, with Joseph Walsh, head of branch operations, presiding. Booking personnel of the New York, Boston, New Haven, Albany and Buffalo branches will be present, as will Eastern and Southern division manager Hugh Owen.

Lippert Buys Two Midwest Exchanges

HOLLYWOOD, Jan. 18.—Robert L. Lippert has acquired the Chicago and Indianapolis Screen Guild Productions exchanges from John J. Jones, Harry Lorch and Jack Kirsch for a consideration exceeding $25,000, it is announced here. They will be operated henceforward as Lippert Pictures branches.

W. B. Executives West

Ben Kalmenson, Warner distribution vice-president, and Mort Blumenstock, advertising-publicity vice-president, will leave here today for the Coast to view product ready for spring and early summer release, it was announced.

Brotherhood 'Kits'

(*Continued from page* 1)

the amusement division, and each is being given enough time to get the program activated in his community.

The kits contain a 40 x 60 lobby poster in color, a window card, a press book detailing exploitation and publicity ideas and a number of enrollment-membership cards. Also enclosed is a letter from Charles M. Reagan, national chairman, amusement division, urging cooperation.

Personal Mention

ALFRED E. DAFF, Universal director of world sales, C. J. FELDMAN, domestic sales manager, F. J. A. MCCARTHY, Southern and Canadian sales manager, and MAURICE A. BERGMAN, home office executive, left New York yesterday for Atlanta and Charlotte. They will return on Monday.

•

JOHN P. BYRNE, M-G-M's Eastern sales manager, and PAUL J. RICHRATH, his home office assistant, are due to return here from Albany at the weekend.

•

PHILIP LAUFER, Universal Pictures' special field exploitation representative, is due to leave here Sunday for Chicago.

•

JOSEPH LERNER, producer-director of "Mr. Universe," is slated to leave here today for Buffalo.

•

EDWARD L. HYMAN, vice-president of United Paramount Theatres, Inc., has returned here from Detroit.

TED LAZARUS, who has resigned from Donahue & Coe, will begin his duties at Eagle Lion Classics on Monday as advertising manager.

•

DORE SCHARY, M-G-M vice-president in charge of production, has been named recipient of the 1950 Humanitarian Service Medal Award by the Jewish Consumptives Relief Society.

•

ROSE EIDELSBERG, of Paramount's talent department, will leave the firm at the end of the month to be married in the spring.

•

LYNN FARNOL, public relations counsellor, has left here for Detroit and Chicago, returning Tuesday.

•

ARTHUR FREED, M-G-M producer, will return to the Coast over the weekend.

•

DAN S. TERRELL, head of M-G-M's exploitation department, will return here on Monday from the Coast.

Calls 'Dimes' Drive 'Most Potent' P. R.

ATLANTA, Jan. 18.—Theatre participation in the annual "March of Dimes" is the industry's "most potent public relations," William K. Jenkins, president of Georgia Theatre Co., said in announcing the support of his circuit to the forthcoming drive.

"There has been much discussion as to the advisability from a good business standpoint, of theatre collections in lobbies," he said. "But we of the Georgia Theatre Co. feel the 'March of Dimes' is indelibly identified with the theatre industry. Therefore, we feel a moral responsibility to do all we can to help meet this year's nation goal of $50,000,000."

Shea Circuit Lists Managerial Shifts

Jack Baumgardt, Shea circuit manager at Westfield, Mass., has been appointed city manager at Lancaster, Pa., replacing Fred Lahrmer, resigned, it is announced here by E. C. Grainger, circuit president. Armand Pepin, city manager at Conneaut, O., will replace Baumgardt at Westfield.

Other managerial changes announced are: Robert Limbaugh, manager of Shea's, Geneva, O., to city manager at Conneaut, O.; Ray MacNealy, manager of Shea's Orpheum, McKees Rocks, Pa., to manager of Shea's, Geneva, O.; William Kibridge, assistant manager at New Philadelphia, O., to manager of Shea's Orpheum, McKees Rocks, Pa.; Tom Durkin, assistant manager, Ashtabula, O., to city manager, Dover, O.; and Tom Turley, assistant manager, Dover, O., to assistant manager, Ashtabula, O.

Writer Wins $5,184 In Suit Against ELC

A judgment of $5,184 was levied against Eagle Lion Classics yesterday in New York Supreme Court following a three-day hearing before Judge Benedict Dineen on charges by Henry Denker, writer, that his novel, "I'll Be Right Home, Ma" was infringed upon in making the E-L picture, "In This Corner."

NY Home Office Unit Reelects Brindley

Ed Brindley has been re-elected president of IATSE Motion Picture Home Office Employes Local No. H-63. He was unopposed.

Other officers elected for the coming year are: Harold Chadwick, vice-president; Harry Baum, treasurer; Marilyn Alpern, secretary; Herbert Weisner, sergeant-at-arms. New trustees are: John Sinisi, Donald A. Sardinas and Nat Kris. The new board of directors includes: Gloria Burger, Daisy Buckley, Rudolph Gehm, David Cassidy, Agnes McLaughlin, Marguerite Pollard, Edmund Riso, George O'Keefe, Herman Lemmler, Lawrence Cooke and Donald Sardinas.

Confers at RKO Para. on Phonevision

Ted Leitzell, public relations director of Zenith Radio, conferred in New York yesterday with RKO and Paramount officials, but declined to comment on the results of the talks other than to say that Zenith will continue its policy of announcing the titles of films which will be shown on Phonevision during an individual week a few days prior to the start of the program.

Leitzell will remain in New York until Tuesday when he will return to his headquarters in Chicago.

Seek TV Authority In Massachusetts

BOSTON, Jan. 18.—Legislation was introduced before the Committee of State Administration today for the creation of a Television Education Authority. The proposed authority would study means of establishing an educational television station in the Commonwealth of Massachusetts. Supporting the bill was the Massachusetts Education Association. The cost was estimated at $250,000.

Weinberg Finishes Titles for 6 Films

Herman G. Weinberg has completed the English titles for seven new foreign films for release this winter, four French, one Mexican and three Italian. They include: "Women Without Names," starring Simone Simon, Francoise Rosey and Valentina Cortesa, directed by Geza Radvanyi, a Lopert Films release; two Souvaine Selective Films releases, "Lovers of Verona," starring Anouk and Serge Reggiani, directed by Andre Cayette, and "The Little Giants," a remake of "La Maternelle," starring Blanchette Brunoy and Pierre Larquey, directed by Henri Diamant-Berger; "God Needs Men," an AFE release, a Paul Graetz production, starring Pierre Fresnay; "Rancho Grande," starring Jorge Negrete, the first Mexican musical in color, released by Azteca Films; Vittorio de Sica and Anna Magnani in a comedy, "Doctor, Beware!", directed by de Sica and released here by Academy Film Co.; and "Angelo," formerly known as "The Mulatto," directed by Francesco de Robertis, distributed by Scalera Films Inc.

Hellman Buys Drive-in

ALBANY, Jan. 18.—Neil Hellman, of Hellman theatres, has purchased from David Willig the Auto-Vision, opened in 1940.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"The MAGNIFICENT YANKEE"
starring Louis CALHERN - Ann HARDING
A Metro-Goldwyn-Mayer Picture
plus SPECTACULAR STAGE PRESENTATION

Paramount presents "BRANDED" Color by Technicolor starring ALAN LADD with MONA FREEMAN · CHARLES BICKFORD
In Person KAY STARR plus DICK BROWN JOHNNY MORGAN THE CLARK BROTHERS JERRY WALD and Orch.
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

The Mudlark 20th CENTURY-FOX
RIVOLI BROADWAY AT 49th ST.

ROXY 7th AVE. & 50th ST.
Plus A Great Stage Show!
HALLS OF MONTEZUMA 20th CENTURY-FOX TECHNICOLOR

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Johnston

(*Continued from page* 1)

details, centering around the various conditions Johnston has placed on his taking the job. Presumably, the remaining details will be discussed at a final conference between the two in Washington today and, if agreement is reached, as is virtually certain, a formal announcement may be made by either Wilson or the White House later in the day or some time early next week.

In the new post in the Defense Mobilization agency, Johnston would have general supervision over wage and price control policy.

In Johnston's absence, it is assumed that Joyce O'Hara, Johnston's executive assistant and vice-president of MPAA, would administer the association's executive affairs during the "loan-out" period. The New York office would be undisturbed with John G. McCarthy and Francis Harmon, vice-presidents, the latter now on sick leave, continuing, as would the Hollywood office, headed by Joseph I. Breen.

It is assumed, too, that with his headquarters continuing to be in Washington, Johnston would be available for consultation on MPAA affairs when needed.

Johnston's connections with Wilson goes back to the former's days as president of the U. S. Chamber of Commerce, prior to his MPAA association. Just recently, Johnston and Wilson worked together to set up a top-level labor-management meeting.

Johnston's Gov't Appointment Would 'Wreck' East-West Meet

Appointment of Motion Picture Association of America president Eric A. Johnston to a top Defense Mobilization post may cause another indefinite postponement of the meeting of top East Coast and West Coast film leaders, it was reported here. MPAA officials had been trying to set the meeting up for the Southwest sometime in mid-February, but Johnston's departure will wreck these plans, officials predicted.

Prince and Neilson

(*Continued from page* 1)

from England as publicity director for the old Pantages vaudeville circuit. When the chain was sold he became press agent for the New York Palace Theatre during the hey-day of vaudeville. He served with Columbia for several years as exploiteer for the Southern states, and later opened his own office in Atlanta. He was a member of Terry Turner's RKO exploitation staff representing the South, and later New England. Later he was sent to the United Kingdom, and was then named RKO's foreign publicity head.

Neilson has been with RKO since its inception, and has served as Eastern publicity director most of this time. The switch in positions takes effect immediately.

Loew's Options

(*Continued from page* 1)

presidents, were voted options on 27,500 shares each. They are Charles C. Moskowitz, Benjamin Thau, Joseph R. Vogel and Louis K. Sidney.

The options carry the right to purchase the common stock at a price no lower than the stock market quotation of last Wednesday which was $16.50 at closing.

Reviews

"The 13th Letter"

(20th Century-Fox)

A POISON pen letter writer plays havoc with the lives of a number of people in a picturesque French-Canadian town in this Otto Preminger produced and directed picture which benefits greatly by its filming in Canada. The screen play, written by Howard Koch from a story by Louis Chavance, sometimes makes the going pretty heavy as the twisted mentality of the anonymous letter writer is revealed, but the acting by the leading players, the fine use of atmosphere and background and delightful vignettes by some of the minor native participants more than compensate for a story inclined to be morbid and humorless.

First victim of the poison pen campaign are Michael Rennie, the English actor in the role of a new doctor in the town, and Constance Smith, the pretty young wife of elderly Charles Boyer, a highly respected medical man of the town. The anonymous accuser says Rennie and Miss Smith, who is quite obviously susceptible because of the age disparity in her marriage to Boyer, are having an affair. Boyer, who has some experience in abnormal psychology, begins a search for a mentally ill person, while Rennie, who has given up a successful London practice under mysterious circumstances, would prefer to forget about it. There are a number of obvious suspects, including Linda Darnell, who has been throwing herself at cold and reserved Rennie.

Matters reach a more serious pitch when the town's young war hero kills himself after a poison pen letter falsely tells him he has cancer. What was a matter of scandal becomes the object of an official investigation which at last reveals that Boyer has imposed his will on the weak mind of his young wife and caused all the trouble in an attempt to drive Rennie out of the town.

Boyer plays the bearded doctor with relish and Miss Smith is appealing as his victim and young wife. Miss Darnell, who eventually wins Rennie's love, meets the rather meager dramatic requirements of her part but is decorative, as usual. Others in the cast, Francoise Rosay, Judith Evelyn, Guy Sorel, June Hedin, Camille Ducharme, Paul Guévremont, George Alexander, J. Lee Gagnon and Ovila Légaré, perform their tasks most satisfactorily.

Running time, 85 minutes. General audience classification. For March release.

VAUGHAN O'BRIEN

"So Long At the Fair"

(Rank—Eagle Lion Classics)

THE BRITISH film makers have gone to Paris to make a film of modest American appeal in "So Long at the Fair." As a mystery melodrama, it moves along with typical British leisureliness, turning up along the way some fine characterizations. There is a novel irony to the story that stirs some after-thoughts.

Pretty Jean Simmons plays the lead as the young lady who arrives in Paris with her brother to visit an international exposition. The morning after the arrival Miss Simmons is stunned to find her brother has disappeared and all evidence of his presence carefully removed from the hotel. She is even more stunned when the manager of the hotel emphatically denies that the brother ever appeared at the hotel.

Miss Simmons goes through a series of adventures and ordeals in an attempt to prove the existence of her brother. Finally she enlists the aid of an artist, Dirk Bogarde, and together they go through a battery sleuthing missions which finally result in the unraveling of the mystery. It develops that the brother had been taken ill with a deadly plague on the eve of the exposition. Fearful that the news of the disease would cause exhibitors' visitors to flee Paris in panic, the proprietors removed all evidence of the brother.

A J. Arthur Rank production, it was produced by Betty E. Box and directed by Terence Fisher and Anthony Darnborough from a screenplay by Hugh Mills and Anthony Thorne.

Running time, 90 minutes. General audience classification. For January release.

MANDEL HERBSTMAN

"It's Hard to Be Good"

(Rank-Pentagon)

IN A light, easygoing way this British comedy tries to make the point that one way to stop wars is for people to show goodwill to each other. By the time the finale arrives, however, the bottom falls completely out of this philosophy, which proves nothing except that John W. Gossage, the associate producer, and Jeffrey Dell, who wrote the screenplay and directed, could have picked a much stronger theme on which to base a rather innocuous love story. On the whole, "It's Hard to Be Good" is pleasingly humorous, although at times the stretching for laughs is a little too obvious.

A young veteran who spent six years in the service is determined to spread his gospel of goodwill. After he is released from the hospital where a romance with his nurse has developed, he accepts the grudging offer of his relatives—a bickering family—to live with them. After his arrival in the village, he tries to act the true apostle of peace but his efforts merely result in the townspeople starting to hate each other more than ever. And when at the climax he exposes a political plot, the effect is a free-for-all with neighbors tearing at each other's throats.

Jimmy Hanley, Anne Crawford and Raymond Huntley are satisfactory in the lead parts, and it is obvious that their ability is far better than their material, in this case.

Running time, 87 minutes. General audience classification.

Equipment

(*Continued from page* 1)

tem for the industry—"World events will likely dictate the answer to this question." He assured the audio-visual education leaders that Washington officials were aware of the importance of their work and that "comparatively unnecessary items will be prohibited from manufacture" before products for audio-visual projects.

As for raw stock, Golden said he stood on his recent statement that there was no need for panic buying. "I believe," he declared, "that the best insurance against creation of a problem on raw stock is sensible buying and utilization of film by both private industry and the military agencies. If producers, civilian and defense alike, take every precaution to eliminate wastage, make every foot of film count, they have nothing to worry about."

Golden admitted that raw stock consumption was up over World War II levels, especially with television becoming a more and more important user, but said that "we must remember, too, that production is at an all-time high."

Tells MPIC U. S.

(*Continued from page* 1)

New York. U. S. agency heads visited in the capital uniformly indicated a rising need for films and the cooperation of film personnel, Arthur said. The opinion is generally held that the government this time will start its use of films from the level attained toward the end of World War II.

Arthur's report on last week's COMPO meeting in New York was enthusiastically received by the MPIC membership and, when complete texts are available, it was clear ratification will be voted.

The MPIC approved an increased budget for 1951.

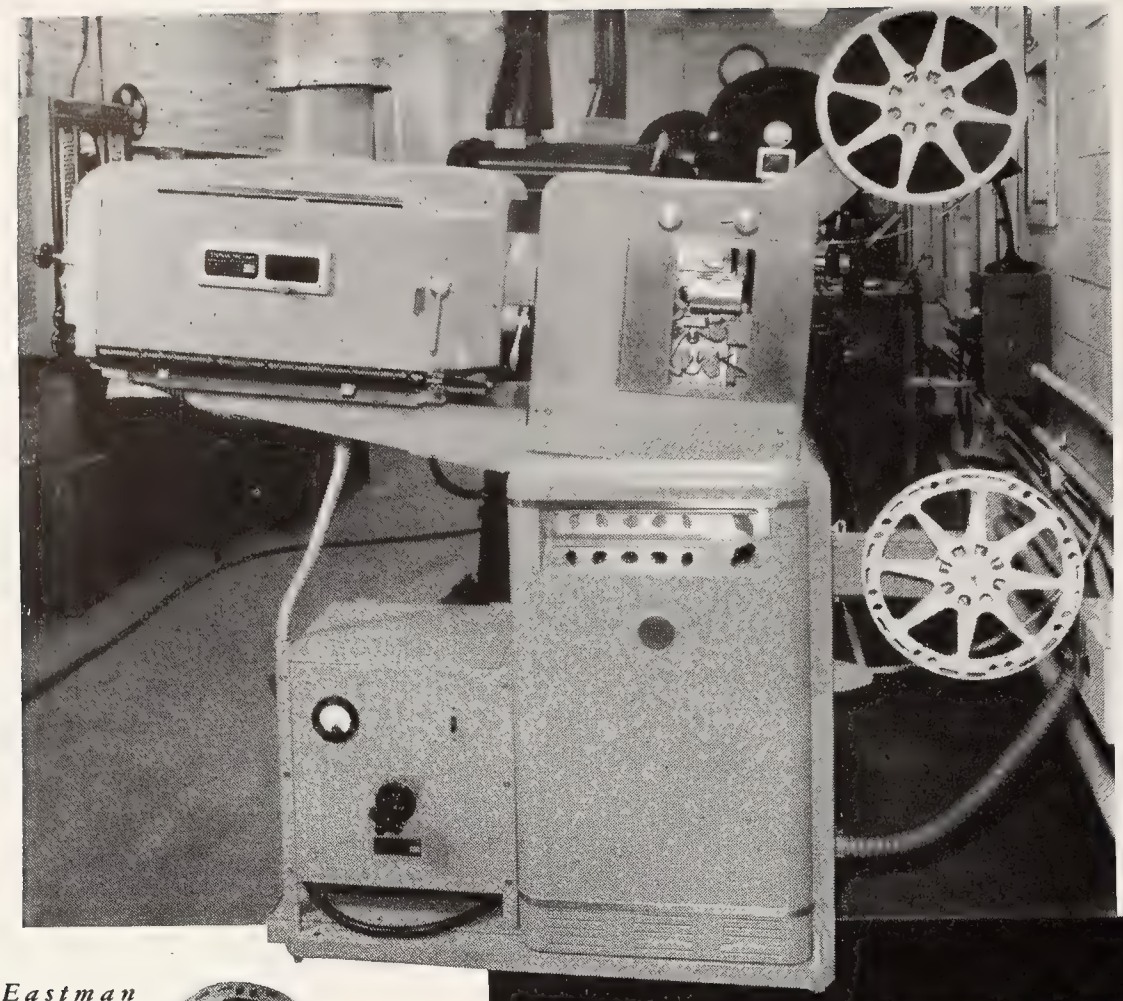
'Smith' Issue

(*Continued from page* 1)

isn't too much hope of getting a favorable reply from the Soviet government.

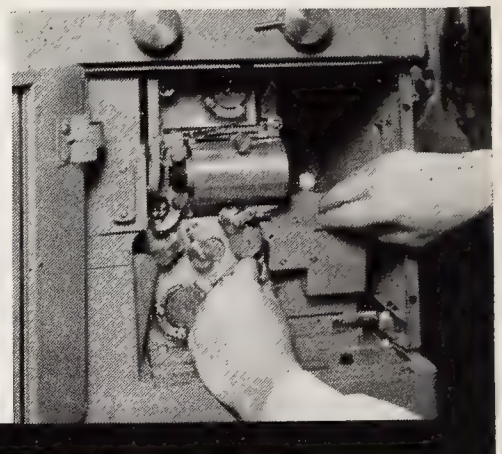
The State Department in Washington is expected to announce the protest officially within the week, possibly today.



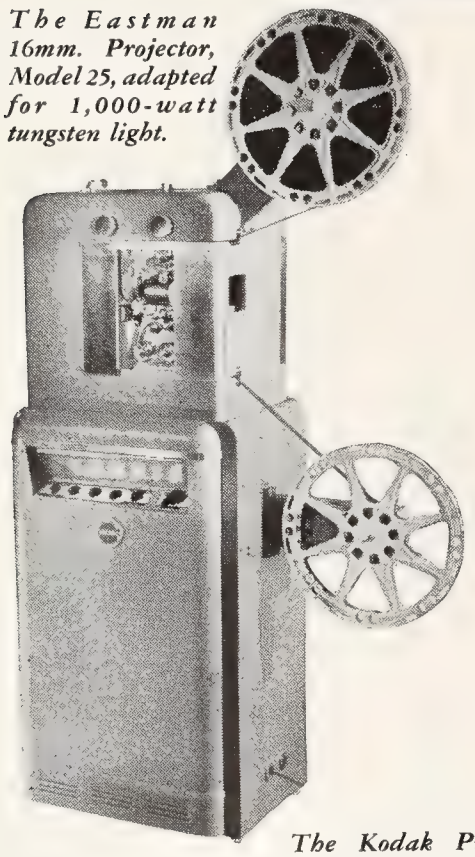


Left, the Eastman 16mm. Projector, Model 25, brings 16mm. projection to the professional level. Shown here, adapted for arc illumination, permanently installed alongside 35mm. equipment.

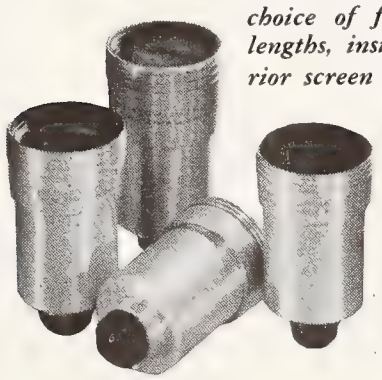
Below, working parts of the film movement mechanism are in constant view of the operator . . . readily accessible for threading and cleaning.



The Eastman 16mm. Projector, Model 25, adapted for 1,000-watt tungsten light.



The Kodak Projection Ektar Lens, in a choice of four focal lengths, insures superior screen image.



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The Eastman 16mm. Projector, Model 25

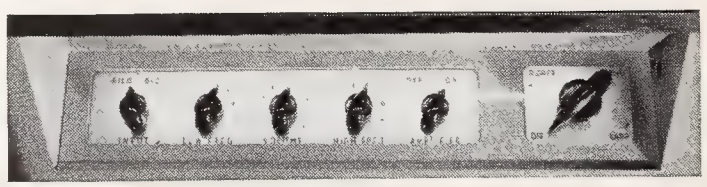
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FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 69. NO. 15 NEW YORK, U.S.A., MONDAY, JANUARY 22, 1951 TEN CENTS

Prompt Okay For Johnston Post Is Seen

MPA Duties to O'Hara; Clark with Johnston

WASHINGTON, Jan. 21.—Speedy Senate approval was seen for the appointment of Motion Picture Association president Eric A. Johnston as Administrator of the Economic Stabilization Agency, with broad powers over the nation's economy.

The appointment was announced by the White House Friday and the nomination was expected to be sent to the Senate tomorrow. The selection met with wide approval on Capitol Hill, and Senator Sparkman (D., Ala.), who has been acting as chairman of the Senate Banking Committee which will pass on the nomination, predicted that Johnston would be confirmed in short order. He said Johnston had shown himself "most skillful in handling difficult problems."

Johnston confirmed that he had received a nine months leave of absence

(*Continued on page 3*)

Donovan, Strauss, Firestone Aid Brotherhood Week

The appointment of Maj. Gen. William J. Donovan, head of the Office of Strategic Service during World War II; Harvey S. Firestone, Jr., chairman and chief executive of the Firestone Tire and Rubber Co.; and Rear Admiral Lewis L. Strauss, former member of the Atomic Energy Commission, as co-chairman of the Religious Organizations Committee for Brotherhood Week was announced at the weekend.

They will enlist the cooperation of

(*Continued on page 4*)

Record Turnout at Va. MPTA Meeting

RICHMOND, Jan. 21.—A record turnout of 65 exhibitors from every section of the state, representing 234 indoor theatres and 16 drive-ins, attended the annual winter meeting here of the Virginia Motion Picture Theatre Association. W. F. (Bill) Crockett, president of the organization, presided.

Speakers included Jerry Adams,

(*Continued on page 4*)

Catholics' Role in Film Progress Cited by Bishop

The Catholic Church's positive role in advancing and stimulating the motion picture both in the direction of moral and cultural significance and in economic well being was stressed by the Most Reverend William A. Scully, coadjutor Bishop of Albany, in an address yesterday at a Communion breakfast for members of the industry.

A total of 2,200 motion picture people attended the breakfast in the Grand Ballroom of the Waldorf Astoria following a Pontifical Mass at St. Patrick's Cathedral at which Francis Cardinal Spellman presided. The Most Reverend Raymond Kearney, auxiliary Bishop of Brooklyn was the celebrant of the Mass.

Bishop Scully was the principal speaker at the breakfast. Don Ameche also was a speaker. Among the guests of honor were Pat O'Brien, Ruth Hussey, Jack Haley, William Gargan, Eddie Dowling, Gene Buck, Gene and Kathleen Lockhart, Jeanne Crain, Anna Maria Alberghetti, Perry Como,

(*Continued on page 4*)

20th-Fox Report Aids Theatre TV Chances with FCC

WASHINGTON, Jan. 21.—The chances of theater television eventually winning special radio frequencies from the Federal Communications Commission became considerably better as a result of a 55-page, highly-technical report on cross-polarization research submitted to the commission by 20th-Century Fox.

The effect of this report, according to 20th-Fox officials, is to tell the Commission that theatre television—and other services needing radio frequencies—can get by with just half as much space in the radio spectrum as was hitherto believed possible.

They feel the report conclusively

(*Continued on page 4*)

PCCITO Likes Plan For COMPO Board

SAN FRANCISCO, Jan. 21.—General approval of the proposed organizational changes in the board of directors of the Council of Motion Picture Organizations, and the establishment of a new executive committee therein, is being expressed by members and officials of the Pacific Coast Conference of Independent Theatre Owners. PCCITO, with others, would receive additional representation in COMPO under the proposals.

Rotus Harvey, PCCITO president,

(*Continued on page 4*)

See More Time for Loew's Decree Talks

WASHINGTON, Jan. 21.—Loew's is likely to get another extension of the deadline for filing its proposed divorcement plan with the New York court, it is learned.

The deadline is now set at Jan. 31. It has been postponed twice before in order to give the company time to work out a consent decree with the government and since slight progress has been made to date, a further postponement is considered probable. Loew's attorneys have been busy in

(*Continued on page 4*)

B. & K. Device Will Double Screen's Size for 'Tomahawk' Battle Scenes

Chicago, Jan. 21.—Balaban and Katz will unveil a device known as "Magnascreen" next Friday when Universal-International's "Tomahawk" has its world premiere at the Chicago Theatre.

"Magnascreen" enlarges the normal screen of 475 sq. ft. to 820 sq. ft. without any interruption during the transition. This is accomplished by switching from a regular projector to one which enlarges the film. At the same time the masking is removed from around the screen on the stage. The end result is that the audience has the illusion that the screen is right in their laps. The device will be used only on "Tomahawk's" big battle scenes.

Credit for devising "Magnascreen" is attributed to Ray Thompson, Chicago Theatre manager, and I. F. Jacobsen, projection supervisor, who said that the idea is not really new, but has not been used in this area for about 10 years. Jacobsen described it as "something different and an attempt to add showmanship to the selling of movies."

Set License Hearing on 'Ways of Love'

Regents Call It and 'Miracle' Sacrilegious

ALBANY, Jan. 21.—The Board of Regents, meeting here on Friday, adopted a resolution ordering Lopert Films, Inc., licensee of "Il Miracolo," ("The Miracle") and Joseph Burstyn, Inc., licensee of "Ways of Love," to show cause at a hearing before a three-man subcommittee, Jan. 30, in the Association of the Bar Building in New York City, why each of such permits "should not be rescinded and cancelled, on the ground that said pictures are and each of them is sacrilegious."

The subcommittee, consisting of Chancellor Emeritus William A. Wallin, regents John F. Brosnan and Jacob L. Holtzman, after viewing "The Miracle" at the New York offices of the Motion Picture Division, State Education Department,

(*Continued on page 4*)

NCA Group Trying To Reduce Rentals Warns of Increase

MINNEAPOLIS, Jan. 21.—North Central Allied, still refusing to comment on the success or failure of the talks it held with distribution executives in New York recently in an endeavor to obtain lower film rentals, mailed a bulletin to members over the weekend which indicates the mission produced no concrete results.

The bulletin, sent out by Stanley Kane, NCA executive counsel and member of the delegation which met with the distributors, warned exhibi-

(*Continued on page 3*)

Urges Wage Freeze Exclude Salesmen

MILWAUKEE, Jan. 21.—In a letter to Alan Valentine, former head of the Office of Economic Stabilization in Washington, David Beznor, general counsel of the Colosseum of Motion Picture Salesmen of America, has appealed for exemption of film salesmen from a wage freeze order.

Pointing out in his letter that the

(*Continued on page 3*)

Personal Mention

WILLIAM MISKELL, Tri-States Theatres district manager at Omaha, is scheduled to arrive in New York today on business.

•

MIKE CULLEN, Loew's Theatres Western division manager, will return to his St. Louis headquarters from San Francisco on Wednesday, after relieving BOYD SPARROW, manager of the Warfield there, while the latter attended the funeral services in Washington for his brother, ALLEN SPARROW, who died in Memphis last week.

•

DUKE HICKEY, Motion Picture Association of America representative, is in Buffalo working with community groups on the 20th Century-Fox film "I'd Climb the Highest Mountain."

•

MEL HIRSCH, president of Crystal Pictures, Inc., left New York on Saturday on a two-week's sales trip through the Midwest.

•

FRANCIS WHITE, of the Consolidated Theatres, Charlotte, N.C., is recuperating from illness in a Raleigh, N. C. hospital.

Gordon Forms New TV Film Firm

The formation of Vidicam Pictures Corp. to produce motion pictures for television, commercial and theatrical use was announced at the weekend by Larry Gordon, president of Television Features, Inc. Gordon is president of the new firm, now a wholly-owned subsidiary of Vidicam.

Other members of the new firm are Alfred Justin, executive vice-president, Otto H. Sutter, vice-president, Morrie Roizman, formerly chief film editor of the March of Time, who will hold the same position with Vidicam, Kenneth Farnsworth, former sales manager of the Dumont television network and Sidney Zucker, director of photography.

Hike Theatre Prices Of Commonwealth

KANSAS CITY, Jan. 21.—Commonwealth theatres have adjusted admissions prices from 39, 40 and 45 cents, to 50 cents, in towns of the area where admissions were not already in line. Prices in larger towns were already 55, 60 and 65 cents. A substantial number of houses had prices raised and no unfavorable reaction has yet been reported.

West Va. Governor For Local Taxes

CHARLESTON, Jan. 21.—West Virginia municipalities would be authorized to impose local amusement taxes under one of the recommendations made by Gov. Patteson in his annual message to the State Legislature last week.

'EVE' PAYS OFF FOR SHEA HOUSE IN 'TWO-A-DAY' RUN

"Scheduled performances" for "All About Eve" paid off in a big way at the Shea circuit's State Theatre, Manchester, N. H., according to Ray E. Smith, Shea buyer, who said business during a Wednesday-through-Saturday stand was "greater by far than any last-half booking we have had for over a year."

In a letter to circuit managers, Smith said that "Carroll Lawler (Shea booker) had a terrific job of convincing Fox, that the picture was not a Sunday picture and that Ed Fahey's (State's manager) idea of selling it on a two-a-day basis without advance in price or reserved seats was the proper procedure." "The results speak for themselves," the letter added.

20th Century-Fox originally advocated "scheduled performances" for "Eve," but subsequently dropped the policy after it failed to click at the film's opening at the Roxy here.

Smith's letter pointed out to other Shea managers that often other pictures can be handled advantageously as Fahey did "Eve" at the Manchester theatre. He suggested M-G-M's "The Magnificent Yankee" might lend itself to such a campaign and told managers convinced of the idea to approach their local M-G-M exchange on the subject. "We on our part will follow through with the New York office of M-G-M if you so advise us," he said.

Walbrook Suit vs. 20th-Fox Attacked

WASHINGTON, Jan. 21.—The Windsor Theatre Co. has asked District court here to dismiss a breach of promise suit against 20th Century-Fox brought by the Walbrook Amusement Co.

The motion is part of the three year old, complicated legal battle between the two Baltimore theatres. Windsor originally sued the distributors here and sued Walbrook in Baltimore, seeking better availability. When 20th-Fox and other distributors started agreeing out of court to split product between the Walbrook and the Windsor, Walbrook counter-sued 20th-Fox for breach of promise.

Meanwhile, Windsor lost its Baltimore suit against the Walbrook and is appealing that decision. It intervened in the Walbrook-20th-Fox case here and on Friday filed its dismissal motion on the ground that the matter had already been decided in the Baltimore case. The Windsor motion will probably be disposed of Jan. 30, when the case comes up for trial.

Military Services Tomorrow for Holt

HOLLYWOOD, Jan. 21.—Military funeral services will be held Tuesday afternoon for Jack Holt, the veteran Western star who died Thursday night, at the Veterans Administration Center Chapel, Sawtelle Veterans Hospital. Interment will be in the Sawtelle military cemetery.

In 1939, Holt began his twenty-fourth year as a film actor with his appearance in "Passport to Alcatraz." He began his film career with Universal, then switched to Select, after which he was in several Paramount pictures.

Mrs. William Cannon

Funeral services were held at St. Valentines Church, the Bronx, on Saturday for Ida Cannon, wife of William Cannon of Warners' home office tax department. Mrs. Cannon died Thursday following a long illness.

Dismiss Chi. Suit, Others Continued

CHICAGO, Jan. 21.—The Lawndale anti-trust suit against the majors, which was settled out of court recently for an undisclosed amount, was dismissed by Judge John Barnes in Federal Court. The Starview Outdoor Theatre anti-trust case against the majors was continued, probably until early fall.

The $1,000,000 suit brought against M-G-M and Louis B. Mayer by the Mars Music Co. over copyrights to a song, will be heard Jan. 30 instead of Jan. 20 as was originally set.

United Artists filed a brief in the case brought against it by the Towne Theatre of Milwaukee. Brief denies that UA forced Towne to sell it 200 shares of stock in return for first-run product.

Essaness Theatre circuit was given until Feb. 27th to answer charges brought against it in a $500,000 suit filed recently by Emil Stern, ex-Essaness general manager. Sterns claims he was "wrongly induced into selling 250 shares of Essaness capital stock at less than its true value."

In Municipal court the Van Nomikos Circuit filed a suit against the Ace Theatre management for return of theatre equipment which it claims is its property.

Loew's, RKO File Percentage Suits

UTICA, Jan. 21.—Loew's and RKO each filed a separate percentage suit on Friday in the U. S. District Court here. Samuel E. Rosenblatt and American Theatres, Inc. were named defendants in each suit.

The theatres named in the complaints as having been operated by the defendants at one time or another are the Lake in Lake George, the Catskill in Catskill and the Family, Grand and Strand in Watervliet. Recovery is sought in each suit for damages resulting from alleged under reported returns on percentage pictures.

Charles E. Nichols, of the Albany law firm of Whalen, McNamee, Creble and Nichols, is attorney for plaintiffs.

Newsreel Parade

NEWS from Korea and Dean Acheson's speech mark current highlights. Other items are logging in Chile, the opening at Hialeah and the civil defense program getting underway. Complete contents follow:

MOVIETONE NEWS, No. 7—UN forces ready for new attacks in Korea. Dean Acheson hits Red peace rejection. Troop transport burns. Fighting in Indo-China. Nation develops civilian defenses.

NEW OF THE DAY, No. 241—War report from Korea. U.S. blasts Red-China cease-fire terms. Speed home front defenses. Chile's new lumbering industry. Blessed event in London zoo. Ray Robinson winds up tour.

PARAMOUNT NEWS, No. 44—Baltimore: fire sweeps waterfront. Basketball "fix" shocks sport world. Korea: report Reds set to launch mass assault. Secretary Acheson denounces Peiping regime. Report on civil defenses.

TELENEWS DIGEST, No. 3-B—Fighting in Korea. Kind-to-Cops Day in Italy. Local news from Puerto Rico, Irsael and France. Major de Seversky calls for more planes. Train bloodbank. Mexico: desperado captured.

UNIVERSAL NEWS, No. 423—Report from Korea. Nation's civil defenses strengthened. Dean Acheson bars appeasement of Red China. U.S. carrier recommissioned. Logging in Chile. Railroad bloodmobile.

WARNER PATHE NEWS, No. 46—War report from Korea. Fire destroys SS George Washington. Family with 18 children. Film stars at Hialeah opening. Paris wrestling. U.S. gets underway on civil defense program.

Phonevision Sound To Be Scrambled

CHICAGO, Jan. 21. — Zenith will scramble the sound of the pictures of future film showings over Phonevision in the test being conducted here, the company reports. Decision to scramble the sound was taken as a result of widespread concern among the distributors furnishing films for the test that set owners who are not among the 300 Phonevision subscribers have been entertained by films telecast during the test.

Hold NTFC Monthly Meet Here Tonight

The National Television Film Council will hold its monthly meeting tonight at the RCA Johnny Victor Theatre, it was announced by Andrew Jaeger, president.

On the agenda is a showing of films selected to compete in the annual award which NTFC will make in June. Also scheduled is a demonstration of the Vidicam system, a new technique of shooting pictures.

'Brass' See 'Montezuma'

BOSTON, Jan. 21.—Major General Charles G. Helmick, headquarters commander of New England sub area, U. S. Army, Col. Presley M. Rixley, commanding officer of the Marine Barracks, Boston Navy Yard, Capt. Kenneth J. Benoit, Air Force procurement officer at Boston and their respective staff were guests of 20th Century-Fox at a private screening of "Halls of Montezuma" on Friday.

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AFM Clarifies TV Rights in '46 Pact

A film owned or acquired on or after April 1, 1946, by a signatory to the basic agreement between American Federation of Musicians and the Hollywood producers is subject to the agreement even though the pictures were produced prior to 1946, the AFM declared at the weekend in a statement issued here "to correct what is apparently a widespread misinterpretation" relating to television exhibition of films.

On April 1, 1946, the signatories to the basic agreement agreed that as to films "heretofore made or which will be made prior to the expiration of this agreement" no television use will be made or permitted "during the life of this agreement and thereafter" in the absence of agreement with the Federation.

The basic agreement was extended in 1948 and again in 1949.

Eric Johnston

(*Continued from page* 1)

from the MPAA board to take the government post, and that this might be extended if he has to serve as Economic Stabilizer for a longer term. MPAA information director Ken Clark will go with Johnston temporarily to help handle the press queries on the new assignment, and Johnston will also take his personal secretaries, Merrie Smith and Mary Danser with him to the new post.

Present plans are for Joyce O'Hara, Number Two man at MPAA, to run the association's business while Johnston is on leave, as reported by MOTION PICTURE DAILY on Friday.

More Frequent Meetings

One industry source predicted that while O'Hara would be the top man, there would probably be more frequent meetings of the MPAA and MPEA boards to make key decisions and that eventually a "little cabinet" might begin functioning on less important decisions. Johnston has all along been having frequent staff meetings with such MPAA aides as O'Hara, Clark, Edward Cheyfitz, John McCarthy, Fred DuVall, Sidney Schreiber and Francis Harmon, and these officials might well make up such a "cabinet."

Moreover, it was indicated that Johnston would probably be consulted from time to time on key decisions, despite his official "leave" status.

Johnston not only will take over supervision of wage and price control policy in his new job, but will also have power over rent control, installment and housing credit and other economic problems.

Original Plan

The original Administration plan was to have Johnston named a special economic adviser to Defense Mobilization Director Charles E. Wilson, with authority over the Economic Stabilization Agency, headed by Alan Valentine, and other government bureaus. But late Thursday night, Valentine decided his position had become untenable and submitted his resignation and at the last minute the plan was changed and Johnston was named to Valentine's old job, but with vastly broadened authority.

It was stressed that Johnston's office would be right next to Wilson's, with direct access to the mobilization director.

Johnston's appointment was taken as indicating a speed-up in the announcement of a general wage-price freeze, with best betting that it would now come before Feb. 1.

Reviews

"Prairie Roundup"

(Columbia)

ONCE again Charles Starrett dons the guise of the Durango Kid to play havoc with evildoers. Also on hand in this standard Western is Smiley Burnette, who provides the comic angles. Burnette and a number of other men are held up in a saloon by two gunmen, who are in turn held up by a man disguised as the Durango Kid. The impostor is killed by Starrett as he is making his escape. The dead man's cronies pin the killing on Starrett who later escapes from jail with Burnette's help.

Starrett trail bosses a herd of cattle into Santa Fe, but like other herds, it is stampeded by a crooked cattle buyer and the few remaining head are bought up for a fraction of their worth. In the guise of Durango, Starrett brings the rustlers to justice and proves himself innocent of the killing of the masked man.

Shooting, fisticuffs and hard riding abound. Western fans, particularly the younger ones will enjoy this film. Colbert Clark was the producer and Fred F. Sears directed. Joseph O'Donnell wrote the story.

Running time, 53 minutes. General audience classification. For January release.

"Buried Alive"

(Casolaro Films)

THERE appear views of suffering to a point of excess in this drama set in the Garibaldi era in Italy. The story centers around a rascal Royalist and his mistress who scheme against his two helpless relatives. A mother and daughter are persecuted by their Royalist stepbrother who wants control of their money and lands at any cost. When they rebel, the mother is slowly poisoned and dies trying to save her daughter from the family dungeon in which the stepbrother has imprisoned her. The girl is eventually rescued, after a wearying chase by her sweetheart. The latter had left her to join up with Garibaldi's advancing army.

The acting is as good as can be achieved with the commonplace script. The production by Falco Landati, and direction by Guido Brignone are adequate. The title of the picture seems to be as much of a drawback as some of the plot. Generally, the quality of the film is below the general level of recent Italian offerings.

Running time, 83 minutes. Adult audience classification.

Holt Cites Industry Donations to Charity

WICHITA, Jan. 21.—Hollywood actors, studio workers and executives have contributed more than $11,000,000 to national and local charities since 1941, producer Nat Holt reported at a Chamber of Commerce luncheon here in his honor. He reviewed the public welfare and patriotic achievements of the men and women engaged in motion picture production, and said these relatively unpublicized activities were as much a part of the Hollywood way of life as film-making and the headlined pastimes of the stars.

East-West Executive Meet Postponement Announced

WASHINGTON, Jan. 21. — Another indefinite postponement of the long-heralded meeting of top film executives from the East and West Coasts was confirmed by Motion Picture Association of America officials here over the weekend.

They said that the departure of MPAA president Eric A. Johnston for a top government job was a major factor in the postponement, but that the fact that the hotel in Phoenix was all booked for February and that 20th Century-Fox president Spyros Skouras would be out of the country were additional factors. It is still hoped to hold such a meeting in the spring, possibly late March or April, the MPAA spokesmen said.

NCA Group

(*Continued from page* 1)

tors to "be on the alert against the country-wide ruthless and destructive drive of most of the film companies for increased rentals." Observers here pointed out that had the NCA mission to New York accomplished anything positive, that message would hardly have been chosen as the theme for the bulletin immediately upon the delegation's return here.

Sources here said the NCA delegation returned "disappointed," adding that they had no concrete plan to offer the sales managers other than a vague idea of how film rentals should be slashed. The home office sales executives, however, listened to the delegation and left the door open for further discussion and examination of any documented "hardship" cases in this area.

The NCA bulletin said in part: "While the distributors have made themselves your unwelcome partners in draining off profits, they have not recognized or accepted the corresponding obligation to share in losses."

It mentioned "reports indicating distributors may increase film rentals by unfair allocations, increased percentage and high flat rentals," and said exhibitors, "each acting for himself," should determine to reduce film rentals. It also advised exhibitors to "make a careful analysis of their film buying and work out an accurate profit-and-loss statement for each film company."

Polio Collections in K.C.

KANSAS CITY, Jan. 21.—The Motion Picture Association of Greater Kansas City is sponsoring collections for the Infantile Paralysis Fund during the week of Feb. 1. Circuit houses and some independents will make collections.

Maine Bill Requires Two Projectionists

Boston, Jan. 21.—According to reports from Augusta, Me., a bill filed by Rep. Barry of South Portland, would require all theatres in the state to employ two licensed operators at all times, instead of the present requirement of one.

Another bill filed asks for a general sales tax which would include candy and popcorn sold in the theatres. The tax on films playing at Maine theatres would be similar to the Rhode Island law, which is one per cent of the film rental.

Sopeg Identity Lost, 'IA' Unit Claims

IATSE Motion Picture Home Office Employes Local No. H-63, longtime jurisdictional rival of the Screen Office and Professional Employes Guild, has charged in a letter sent to the presidents of four companies that "neither SOPEG nor Screen Publicists Guild, as presently constituted, is the same organization previously designated by your employees as their bargaining agent and with whom your contract was made."

Signed by Russell M. Moss, executive vice-president, the H-63 letter was addressed to Barney Balaban, Paramount Pictures; Leonard Goldenson, United Paramount Theatres; Ned E. Depinet, RKO Pictures, and Sol Schwartz, RKO Theatres. Copies were released to the press by Moss on Friday.

"The pre-existing SOPEG and SPG," the letter states, "have undergone a series of vital changes in their organizational structure causing them to suffer a complete loss of identity."

The letter continues, in part: "You are, of course, also aware that a proceeding is now pending before the NLRB in which SEG (Screen Employes Guild), the name of a now dissolved organization into which SOPEG and SPG had merged) had been cited to show cause why the Board should not adhere to its ruling that SOPEG and SPG have lost their identity.

Salesmen's Wages

(*Continued from page* 1)

wage-price freeze act "specifically exempts prices on rentals for motion pictures," Beznor asserted that "Any reasonable construction of the act would require the conclusion that Congress meant to exclude the control of wages in any industry exempt from price control."

Beznor wrote, "It appears to us that the wage freeze should not be used where only the employer will benefit by it. An increase in salary and expense allowance to the film salesmen will not have the effect of increasing the cost of the production to the public. The film distributors' profits have increased by leaps and bounds. The distributors will not suffer by adjusting salaries and expenses so that the film salesmen may enjoy a standard of living consonant with that of other employees engaged in similar occupations."

'Miracle'

(Continued from page 1)

reported to the board of regents that "The Miracle" is "sacrilegious."

The committee's report, a spokesman for the department emphasized, is preliminary. After submission of affidavits and oral arguments, and the filing of a brief by either or both of the licensees, the committee can reverse itself. The Board of Regents also may overrule the subcommittee, although that action would be unusual.

The statement on the regents' resolution said in part: "Any person or organization may mail or send a brief in this matter to the chairman of the committee (Wallin) at 30 So. Broadway, Yonkers, prior to the hearing or deliver a brief at the hearing." Such persons will not be permitted to participate in the hearing, although they and the public may attend, the department spokesman explained.

Action 'Unprecedented'

The action of the regents in initiating the appeal is "unprecedented." Its power to do so probably will be challenged at the hearing and if its decision is adverse to the licensees, in the courts. The regents moved after receiving what is described as the "largest number of letters and telegrams in the history of Education Department censorship, dating to 1927." Normally, appeals are initiated only by an applicant for a license.

The subcommittee's report upholds the opinions of Cardinal Spellman and the Legion of Decency that "The Miracle" is "sacrilegious."

The New York State Censor Board, which operates under the supervision of the Board of Regents, granted a permit to "The Ways of Love," a three-part feature of which "The Miracle" is one part. Edward McCaffrey, New York City License Commissioner, directed the Paris Theatre there to halt exhibition of the latter film on Dec. 22 on the grounds that it was sacrilegious and an affront to many residents of the city. Revocation of the theatre's license was implied in case of non-compliance.

Court Decision

Burstyn took the case to court and Justice Aron Steuer issued an order restraining the license commissioner from interfering with the exhibition of the film, basing his decision solely on the grounds that the statutes did not grant the commissioner the right to take the action he proposed. The court noted specifically that it had not passed upon the question of whether or not the picture was sacrilegious.

Subsequently, Cardinal Spellman called upon Catholics to refrain from seeing "The Miracle" and the Paris Theatre has been picketed since by Catholic War Veterans. The National Board of Review, American Civil Liberties Union and a number of Protestant clergymen went on record in favor of the continued exhibition of the film, which was produced in Italy by Roberto Rossellini.

Independent distributor Joseph Burstyn called the action of the regents "unauthorized and unprecedented." He also pointed out the previous action of the Motion Picture Division of the State Education Department in licensing the film.

Catholics' Film Role

(Continued from page 1)

Nan Merriman, the Very Reverend John J. McClafferty, and the Reverend Patrick J. Masterson and the Rev. Thomas F. Little of the Legion of Decency. Martin Quigley was toastmaster. Como, Miss Alberghetti and Miss Merriman participated in a musical program.

"The motion picture industry from its infancy has found a staunch supporter in the Catholic Church," Bishop Scully said, after outlining the Church's intense interest in every phase of human activity. "Aware of the peculiar power of the cinema over the great mass of the people, the Church has encouraged the development of the film, so that it shall be directed 'toward the noble end of promoting the highest ideals and the truest standard of life'," Bishop Scully said.

Pointing out that most of the critics of the Legion of Decency consider its sole function to be condemnatory, he said, "The major effort of the Legion throughout the years has been directed, as stated by Pope Pius XI 'to advance the cinema on the road to noble aesthetic significance, by directing it toward the production of classic masterpieces as well as of original creations of uncommon worth.'

"Nor has the Church been unmindful of the financial investments involved in the industry," he continued. "By encouraging her members to enjoy the cinema as wholesome recreation, she stimulates interest in the film . . . and enables the producers to reap a legitimate reward."

Quoting from a brochure published by Quigley 14 years ago entitled "Decency in Motion Pictures," the Bishop stressed the service the screen can perform for humanity by accepting its moral responsibilities and discharging them with diligence and intelligence.

He pointed out the distinction between freedom and license, attacking those who would advocate "freedom" for the stage and screen without accepting the responsibilities that freedom implies nor the circumscriptions that the laws of nature place on man. In this connection, however, he stressed that by law he by no means was proposing or supporting political censorship with all its dangers, and he pointed out that the Legion of Decency has always supported to the fullest the industry's system of voluntary control, the Production Code.

In Conclusion

Referring to the special role to be played by Catholics working in the motion picture industry, Bishop Scully concluded:

"You, whose lives fall within the sphere of this great industry have a special service to render in God's divine plan. Your influence, your abilities, your talents, can be used so effectively for good. The cinema to which you contribute your part reaches down into the lives of countless millions of our fellow human beings—bringing them solace, comfort, inspiration and happiness. May you play your part in the great drama with fidelity, precision and Christian courage.

Loew's Decree

(Continued from page 1)

recent weeks gathering information to start the consent decree talks. Justice officials at the present time have no disposition to contest a further extension.

Meanwhile, further talks were held between Justice and 20th Century-Fox attorneys last week, with Justice officials reporting that "some work still remains to be done" on that company's consent decree.

Para. to Stir Talk On 'Mating Season'

With a word-of-mouth campaign in view, Max E. Youngstein, Paramount advertising-publicity vice-president, has instructed special exploitation representatives in the field to hold theatre previews of "The Mating Season" for every local "opinion maker" in their territories, including critics, radio commentators, feature writers, women's club leaders, beauty shop operators, barbers.

Universal Dividend

The board of directors of Universal Pictures, Inc., has declared a quarterly dividend of $1.0625 per share on the 4¼ per cent cumulative preferred stock of the company. The dividend is payable March 1, 1951 to stockholders of record Feb. 15, 1951.

MGM's Levine to Dallas

William I. Levine, for the past 20 years with M-G-M's home office sales department, has been promoted to home office assistant to Southwestern sales manager John S. Allen, who makes his headquarters in Dallas.

20th-Fox Report

(Continued from page 1)

proves, by actual field experimentation, the hitherto unverified assertion that one radio channel can be used simultaneously for two programs, with cross-polarization being used to eliminate the unwanted signal. This double use of the same channel, 20th-Fox claims, cuts in half the amount of space needed for any service.

Since the FCC's major problem in the theatre television proceeding and any other proceeding seeking new frequencies has been where to get the space, the 20th-Fox officials believe their experiments vastly improve the chances of theatre TV getting some share of the spectrum.

The report, dealing with its experimental relay station KE2XKA, was prepared by 20th-Fox research director Earl I. Sponable and filed by Attorney Vincent B. Welch.

When 20th-Fox first requested theatre TV frequencies, it estimated that an overall channel width of 30 megacycles was needed for a program, and that two 30-megacycle channels were needed for one system, allowing six nationwide systems in a 360 megacycle grant for theatre TV. This was the smallest request of any of the film interests filing for the proceeding.

All this was based on Fox's assertion that cross-polarization would allow double use of each channel. At that time, this was just a statement on paper, with nothing to back it. However, in the last 18 months, the company has been carrying on experiments in the field—first between two nearby buildings in New York, and then from New York to Montclair, N. J. The results outlined in the report back up their assertion, 20th-Fox claims.

Set Meets

(Continued from page 1)

the clergy and lay leaders of religious groups in the national observance, it was announced by Eric Johnston, general chairman of Brotherhood Week which will be held Feb. 18-25 under the sponsorship of the National Conference of Christians and Jews.

Meanwhile, it was announced that Metropolitan Opera star Rise Stevens will join Paul Reynaud, former Premier of France, and Eric Johnston, president of the Motion Picture Association of America, as a principal speaker at the dinner of the amusements division of the NCCJ in the Grand Ballroom of the Waldorf Astoria Hotel on Thursday.

Buffalo Plans Meet For 'Brotherhood'

BUFFALO, Jan. 21.—A mass meeting January 29 at a downtown theatre is being planned by the industry committee heads for the local observance of Brotherhood Week. In charge of the arrangements are Dave Miller and Peter R. DeFazio, co-distributor chairmen, James H. Eshelman, exhibitor chairman, and William Brereton, publicity chairman.

SCTOA to Hold Mass Meeting

HOLLYWOOD, Jan. 21.—Members of the Southern California Theatre Owners of America will attend a mass meeting on Jan. 29 to prepare for the launching of Brotherhood Week, Feb. 18-25.

New Orleans Gets Set

NEW ORLEANS, Jan. 21.—An all industry mass meeting will be held here tomorrow in preparation for the observance of Brotherhood Week.

Prepare Meet in Kansas City

KANSAS CITY, Jan. 21.—A mass meeting of Kansas City exchange personnel with all exhibitors invited will be held next Monday at 11 A.M. at the Uptown Theatre in behalf of the "Brotherhood" observance. Exchanges will be closed from 11 A.M. to 1 P.M. to permit everyone to attend the meeting. Russell Borg is area chairman.

Va. MPTA Meeting

(Continued from page 1)

Washington manager for M-G-M; Robert Barton, organization counsel; A. Julian Brylawski; A. O. Budina; Willis Grist, Jr.,; Senator Benjamin Pitts; J. H. Groh; E. H. Dreylinger; Seymour Hoffman and Morton Thalhimer.

Subjects discussed included Brotherhood Week, taxes, admissions for armed services personnel, costs and the new state fire code, concessions and television.

PCCITO-COMPO

(Continued from page 1)

said as soon as a complete draft of the new COMPO by-laws is received it will be submitted to the PCCITO board of trustees for action. Some PCCITO officials believe ratification of the changes by their organization is certain.

The Coast organization was not represented at the recent COMPO board meetnig in New York because of Harvey's inability to attend.

TODAY'S NEWS TODAY

MOTION PICTURE DAILY

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Little Chance Seen of Allied In Arbitration

No Move Made to Place It on Board's Agenda

There is little or no evidence of any disposition among Allied States leaders as the time draws near for the organization's annual board of directors' meeting to endeavor to swing Allied behind current industry moves for establishment of a new industry arbitration system.

With the annual board meeting, Feb. 15-16, in Washington only three weeks away, no move has been made yet to place the subject of arbitration on the meeting's agenda, it is learned.

Even should this happen in the ensuing weeks, any director attending the meeting could move to have the matter tabled. That is what happened a year ago at Allied's board meeting, while at the more recent fall meeting

(*Continued on page* 14)

Allied's Bid Plan To Company Heads

Allied's proposals on competitive bidding have been received by presidents of the major distributing companies here and are being studied in relation to the various government decrees involving trade practices.

The letters, sent out by Abram F. Myers, Allied general counsel, are the work of an Allied special committee on bidding, set up at the organization's last convention to combat bidding practices believed by Allied to be harmful to independent exhibitors. It is understood that copies of the

(*Continued on page* 14)

18 in 6 Months for Para. Production

HOLLYWOOD, Jan. 22.—Paramount will put 18 films into production during the next six months, according to Y. Frank Freeman, vice-president in charge of studio operations. Five will be in Technicolor. Freeman pointed out the production schedule is geared to the recently announced policy of increasing output by 50 per cent.

The picture will be made in the fol-

(*Continued on page 2*)

UK Film Employes Council Demands Increased Quota

By PETER BURNUP

LONDON, Jan. 22—At a meeting here yesterday, the Film Industry Employees Council approved a 10-point program including governmental requisitioning of idle studios, extension of the National Film Finance Corp. to enable independents to maintain continuity of production, an increased quota with restoration of the renters' quota, legislatively ordained bigger box-office returns for producers, breakup of circuit domination and reduction of the entertainment tax.

The council represents directors, stars, extras, musicians, electricians and technicians. A deputation shortly will call on Harold Wilson, president of the British Board of Trade, to discuss the program.

In an address opening the conference, Sir Laurence Olivier accused exhibitors of getting an unfair share of box-office receipts and warned them that "other irons are approaching the fire," for example, television and Phonevision.

"Let the exhibitors deal justly with us while we're still friends," Sir Laurence declared.

Citing the *Motion Picture Herald's* recent box-office survey and poll, the actor-producer declared that

(*Continued on page* 14)

Must Show Books in Anti-Trust Action

Salt Lake City, Jan. 22.—Judge Willis W. Ritter has granted in Federal Court here the motion of J. A. Christensen to examine distributor records back to 1937 in connection with the anti-trust action which Christensen has filed against distributors and circuits. Additionally, Judge Ritter will allow distributors and circuits to examine defendants' records back to the same year.

The case is scheduled to go to trial here in April.

Steady Pace At NY Runs

Business at Broadway first runs is maintaining a steady but unspectacular pace, with public high school students expected to swell matinee attendance because of the current regents' examinations.

The week's only opener, "The Magnificent Yankee" at Radio City Music Hall, is expected to bring in a sub-

(*Continued on page* 14)

Business Booms In Big Midwest Cities

Two big Midwestern cities, Minneapolis and Milwaukee, have marked a sudden upswing in business at downtown theatres.

"It looks like old times in the Minneapolis loop this week," is the report received from that city. Theatres and

(*Continued on page* 14)

Cinecolor Shows Net Loss of $604,642

HOLLYWOOD, Jan. 22.—Cinecolor, in its sixth annual report to stockholders, today disclosed a net loss of $604,642 for the fiscal year ending Sept. 30, 1950, with approximately half of the net loss figure attributed to what was described as successful experimentation in Supercinecolor process now in use.

The report stated that the demand

(*Continued on page* 11)

CAPITAL MEET TODAY WILL SET MPA MANAGEMENT PLAN

WASHINGTON, Jan. 22.—Procedures for running Motion Picture Association affairs during the absence of its president, Eric A. Johnston, will be discussed here tomorrow at a staff meeting of top officials of the New York and Washington offices of MPAA.

John McCarthy, Sidney Schreiber, and Fred Duvall are among the officials expected from New York to meet with Joyce O'Hara and other Washington staffers.

It was indicated earlier that O'Hara will run the association in Johnston's absence, with frequent staff meetings and perhaps more frequent board meetings. For the time being, at least, no change is planned in his designation as assistant to Johnston.

Full Senate confirmation of Johnston as ESA director is seen assured.

WB Divorce Plan Goes to Stockholders

Approval Will Be Sought At Feb. 20 Meeting

A plan of reorganization, to be effective on or before April 4, 1953, which will split the present Warner company into a new theatre company and a new production-distribution company in compliance with its consent decree, has been submitted to Warner stockholders.

The proposals will be acted upon at the annual stockholders' meeting on Feb. 20 at Wilmington, Del. Approval is required by holders of two-thirds of the stock.

Stock in the two new companies will be issued to the present stockholders at the rate of one-half share in each company for each share of the present company, H. M. Warner, president, said in a letter accompanying the proxy statement sent to stock-

(*Continued on page* 11)

NEWS FLASHES

Dallas, Jan. 22. -- The deal for breaking up the 50-50 partnership of United Paramount Theatres and Karl Hoblitzelle and associates in Interstate Circuit of Texas has not been finally determined and could go "either way," Robert J. O'Donnell of Interstate said today. His statement was believed to indicate that Hoblitzelle might buy out UPT's interest, instead of the other way around.

•

Washington, Jan. 22.-- Four hours after President Truman sent the nomination to the Senate, the Senate Banking Committee this afternoon unanimously approved the selection of Eric A. Johnston, Motion Picture Association of America president, to be director of ECA.

Personal Mention

EMANUEL SILVERSTONE, of 20th Century-Fox International Corp., is slated to sail today for Europe from here aboard the *S.S. America.*

•

KATHLEEN BOURNE, M-G-M story head in England, FRED YOUNG and CYRIL CAMBRIDGE, head of the camera and electrical departments at M-G-M's British studios, respectively, have completed their visit to the Coast studio and are due to return to London from here. Miss BOURNE will leave here at the end of the week while YOUNG and CAMBRIDGE will leave tomorrow.

•

HENDERSON M. RICHEY, sales promotion manager of M-G-M, has been elected a member of the board of directors of the Huguenot Trust Company, New Rochelle, N. Y.

•

DAN S. TERRELL, head of M-G-M's exploitation department, has delayed his return here from the Coast until tomorrow.

•

F. J. A. MCCARTHY, Universal-International Southern and Canadian sales manager, is due to leave here today for Toronto.

•

HERB JOSEPH has been appointed radio time buyer and national newspaper space buyer for Charles Schlaifer & Co.

•

ELLIS G. ARNALL, president of the Society of Independent Motion Picture Producers, has returned to New York from Atlanta.

•

J. FRANK DURKEE, head of Durkee Enterprises in Maryland, has left Baltimore to spend the balance of the winter in Florida.

•

JOHN P. BYRNE, M-G-M Eastern sales manager, is spending the week in Boston.

•

RUDY BERGER, M-G-M's Southern sales manager, is slated to arrive here Thursday from Washington.

•

PHIL GERARD, Universal Pictures Eastern publicity manager, was in Washington from here yesterday.

•

HUGH OWEN, Paramount Eastern and Southern division manager, is in Charlotte today from New York.

•

WILLIAM VAN DUSEN, aviation publicist, has been appointed vice-president of Eastern Air Lines, Inc.

•

PAT PATTERSON, National Screen Service booker at Atlanta, is back at her desk after an illness.

•

LEON BACH, executive of Rome Theatres, Baltimore, has returned there from Hollywood.

•

C. (POP) GEHLSON, Burke, S. D., exhibitor, underwent a leg amputation and is now resting at his home.

Ask Soviet Return Of 'Smith,' 'Deeds'

WASHINGTON, Jan. 22.—The State Department announced today that its Embassy in Moscow had asked the Soviet Ministry of Foreign Affairs to halt all unauthorized showings in Russia of "Mr. Smith Goes to Washington" and "Mr. Deeds Goes to Town" and to return all prints of the two films to the Embassy for transmission to Columbia Pictures, the rightful owner.

Officials said they have not yet had any reply nor any word from the Embassy as to whether the unauthorized showings have been stopped. According to the Department, the films are being shown as trophies of war captured by Russian soldiers in Germany in 1945. Officials said some distortions were noted but that it could not be determined whether these were distortions made by the Germans or by the Russians.

The Department's note pointed out that both films were distributed before the war in all European countries except Germany and the Soviet Union, and that the distribution contracts specified that any distribution rights were confined to the particular country where the film was being distributed and that all basic ownership rights and title were retained by Columbia.

Department officials have previously indicated they would be greatly surprised if they get any result from the protest and request.

3 of TOA's 28 Units Okay COMPO Plan

The first three of Theatre Owners of America's 28 regional units to approve the new organizational setup for the Council of Motion Picture Organizations are Theatre Owners of Oklahoma, New Jersey Theatre Owners of America and Eastern Tennessee Motion Picture Theatre Owners, Gael Sullivan, TOA executive director, reported here yesterday.

Sullivan said proposals of the arrangement are expected shortly from other TOA units. There have been no rejections. He will explain the arrangement and urge approval at the meeting in Memphis next Monday-Wednesday of the Tri-States Theatre Owners Association, he added.

Levy to Devote More Time to TOA

Herman M. Levy, Theatre Owners of America general counsel, will spend more time at TOA headquarters here, and will absorb some of the duties of Stanley Prenosil who has resigned as assistant executive director of the association, it was indicated yesterday. Levy resides in New Haven, Conn.

It is expected that one or more television engineering specialists soon will be added to the TOA headquarters staff.

New Role for Ferrer

HOLLYWOOD, Jan. 22—Jose Ferrer has been signed by producers William Perlberg and George Seaton for "Anything Can Happen."

Para. Bought Up 311,816 Shares

Paramount Pictures purchased for retirement 311,816 shares of its own common stock during the period Dec. 22 to Jan. 19, the company reported yesterday.

On Dec. 22 it filed on the New York Stock Exchange a bid for 500,000 shares, indicating at the time that the offer would be withdrawn Jan. 19 regardless of the number purchased by then. The stock was bought at $21.50 per share. It advanced almost two points during the buying period.

Para. Sets 18

(*Continued from page* 1)

lowing order: a Bob Hope-Hedy Lamarr comedy, slated to begin Jan. 29; Cecil B. DeMille's "The Greatest Show on Earth," in Technicolor with Betty Hutton and James Stewart's "Detective Story," starring Kirk Douglas; a Dean Martin-Jerry Lewis comedy, "The Stooge," which Hal Wallis will produce; "Rhubarb," the first production for Paramount by William Perlberg and George Seaton, with Ray Milland; another Hal Wallis production, with Corinne Calvet; and "The Rage of the Vulture."

Also: "Aaron Slick from Punkin Crick," a Perlberg-Seaton musical with Alan Young and Dinah Shore; "My Son John," a Leo McCarey production starring Helen Hayes; "Shane," a Technicolor film produced by George Stevens; "Anything Can Happen," starring Jose Ferrer and Nancy Olson, with William Perlberg producing; "Pardners," starring Bing Crosby and William (Hopalong Cassidy) Boyd, with McCarey producing and directing; and another (untitled) comedy Western, starring Bob Hope and Roy Rogers.

Also, "Somebody Loves Me," starring Betty Hutton, produced in Technicolor by Perlberg and Seaton; "Casey Jones," a Technicolor musical; "This Is Dynamite"; "Road to Hollywood," starring Bing Crosby and Bob Hope, with Harry Tugend producing, and "Pride of the Fleet," an Irving Asher production.

Abandon Minneapolis Buying Proposal

MINNEAPOLIS, Jan. 22.—Because a majority of 28-day and 35-day runs here made certain demands which later runs considered incompatible, the plan for an all-city film buying combine, previously reported, has been abandoned.

A distributor spokesman had predicted the 28-day and 35-day runs would prove a stumbling block to the plan "because they can't kick pictures around and switch dates" as is customary with later runs.

Resumes Stage Shows

BOSTON, Jan. 22.—After a lapse of 17 months the RKO Boston Theatre will resume stage shows Jan. 31.

State Wage Order Due In 30 Days

New York State Industrial Commissioner Edward Corsi's third and final public hearing on a minimum wage for the amusement industry having been concluded, the Commissioner now has 30 days in which to promulgate an order based on the State Minimum Wage Board's recommendations. The law stipulates that the order is to go into effect after promulgation.

Corsi's final hearing, at which exhibition management and labor representatives voiced their opinions of the 75-cents-per-hour minimum proposed by the board last year, was held last Friday in Rochester.

The attitudes expressed in Rochester by management and labor corresponded to those expressed at similar hearings which were held last fall in Albany and New York City. Circuit representatives argued that the recommended minimum was too high in light of the cost of theatre operations, and labor representatives supported the Board's proposals as fair, adding that if anything they should be higher.

It was explained by Corsi's office here yesterday that the Commissioner has the power to send back to the Board any part of its recommendations he might deem deserving of reconsideration. Were Corsi to do so, enactment of a State Minimum Wage for the amusement and entertainment industries would be postponed considerably beyond April, by which time its enactment would take place otherwise.

Circuits represented at the Rochester hearing included RKO, Shea Circuit, Buffalo Paramount Corp., Basil Theatres and others. The Motion Picture Theatre Owners of Western New York also was represented.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"The MAGNIFICENT YANKEE"
starring Louis CALHERN - Ann HARDING
A Metro-Goldwyn-Mayer Picture
plus SPECTACULAR STAGE PRESENTATION

DEAN Martin and JERRY Lewis in AT WAR WITH THE ARMY
A Paramount Picture
PARAMOUNT TIMES SQUARE
in person ELLA FITZGERALD
Steve Condos & Jerry Brandow
Russ Emery Boyd Raeburn and his orchestra
Extra! HARVEY STONE
Midnight Feature Nightly

The Mudlark
20th CENTURY-FOX
RIVOLI
BROADWAY AT 49th ST.

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IT TAKES 46 MUSCLES TO FROWN!



IT TAKES ONLY 22 MUSCLES

and M-G-M Pictures

TO SMILE!

HOW TO HAVE FUN IN FIFTY-ONE! *Turn the page!*

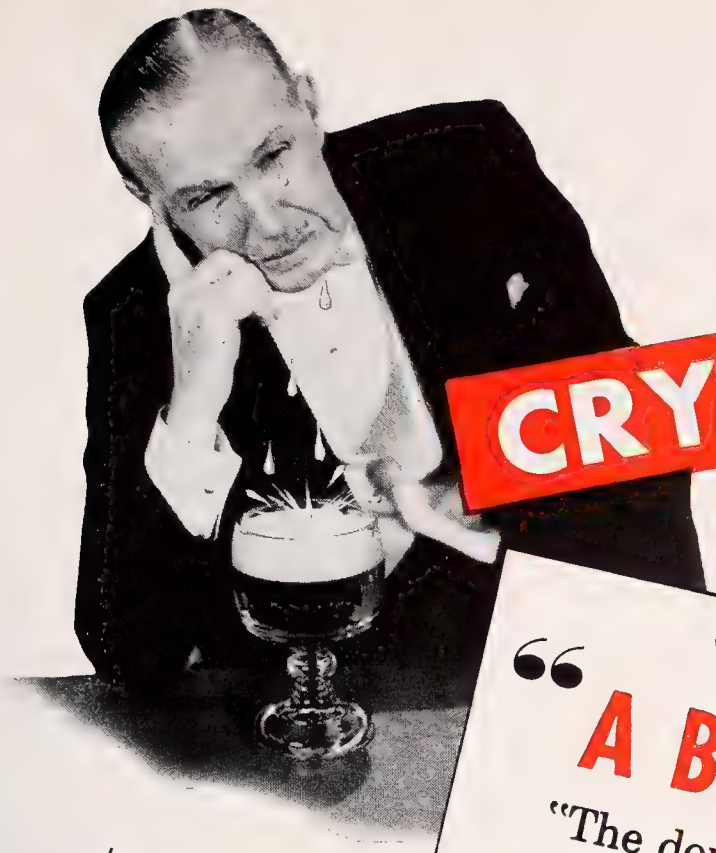


*"King Solomon's Mines"
*"Annie Get Your Gun"
"Father of the Bride"
*"Three Little Words"
*"Summer Stock"
"Adam's Rib"
"To Please A Lady"
"The Asphalt Jungle"
"The Yellow Cab Man"
"A Life of Her Own"
*"The Duchess of Idaho"
*"Nancy Goes to Rio"
"Reformer and the Redhead"
"Key to the City"
"Ambush"
"Stars In My Crown"
"Devil's Doorway"
*"The Toast of New Orleans"
*"Kim"

**Asterisk denotes Technicolor*

THE SMILING LION COULD REST ON HIS LAURELS BUT THERE'S WORK TO BE DONE!

(with a smile!)



CRY IN YOUR BEER?

OR

(Read the excerpts below from Boxoffice Magazine editorial)

"A BUSINESS OF GOOD CHEER!

"The downbeat boys have been beating us down . . . not just in the trade, but to the public. M-G-M has rendered yeoman service in good-will over many years. M-G-M's 'Ambassadors of Good-Will' get around. Some attend exhibitor conventions and tell 'how to build business.' Others talk before Rotary Clubs, business clubs and gatherings of all sorts, selling motion pictures. George Murphy, an M-G-M star, has bolstered the confidence of the industry and the public. In addition there is that inspiring short subject 'The M-G-M Story' produced expressly for Exhibitor Conventions. Their enthusiasm caused M-G-M to make it available free to theatres. This is a business of good cheer. There are ways of stimulating business. Let's be realistic and OPTIMISTIC. Battles aren't won by thinking and talking defeat. Movies have much to offer the public. They are a permanent factor in American life. Let's tell the public. For the New Year let's resolve to:

Sing a song of good cheer,
Sell our pictures to the sky,
Put forth our best showmanship
And build our grosses high!"





"That's good Horse Sense from publisher Ben Shlyen."

GOOD CHEER ON THE SCREEN! TURN HERE!

(From FILM BULLETIN)

"PROUD OF PRODUCT, METRO

On the basis of recent preview showings of Leo's new product, it would seem that they have every justification for saying: M-G-MOVIES ARE BETTER THAN EVER!"



"BE HAPPY! GO LEO!"

Now Playing



M-G-M Presents

"PAGAN LOVE SONG"

STARRING

ESTHER WILLIAMS • HOWARD KEEL

COLOR BY **TECHNICOLOR**

Screen Play by Robert Nathan and Jerry Davis
Based on the Book "Tahiti Landfall" by William S. Stone
Music by HARRY WARREN
Lyrics by ARTHUR FREED

Directed by ROBERT ALTON
Produced by ARTHUR FREED

Now Playing



M-G-M Presents

RED SKELTON

ARLENE DAHL • ANN MILLER

IN

"WATCH THE BIRDIE"

LEON AMES • PAM BRITTON
RICHARD ROBER

Screen Play by Ivan Tors, Devery Freeman and Harry Ruskin
Based on a Story by Marshall Neilan, Jr.

Directed by JACK DONOHUE
Produced by HARRY RUSKIN

Now Playing



M-G-M Presents

VAN JOHNSON • KATHRYN GRAYSON

IN

"GROUNDS FOR MARRIAGE"

PAULA RAYMOND • BARRY SULLIVAN

Lewis STONE • Reginald OWEN

A ROBERT Z. LEONARD Production

Screen Play by Allen Rivkin and Laura Kerr
Story by Samuel Marx

Directed by ROBERT Z. LEONARD
Produced by SAMUEL MARX

Now Playing



M-G-M Presents

RUDYARD KIPLING'S "KIM"

STARRING

ERROL FLYNN

with

DEAN STOCKWELL

PAUL LUKAS • ROBERT DOUGLAS

THOMAS GOMEZ • CECIL KELLAWAY

ARNOLD MOSS • LAURETTE LUEZ

COLOR BY **TECHNICOLOR**

Screen Play by Leon Gordon, Helen Deutsch and Richard Schayer

Directed by VICTOR SAVILLE
Produced by LEON GORDON

February



M-G-M Presents

"THE MAGNIFICENT YANKEE"

STARRING

LOUIS CALHERN
ANN HARDING

Written by Emmet Lavery

Based on his Play produced by Arthur Hopkins

Directed by JOHN STURGES

Produced by ARMAND DEUTSCH

February



M-G-M Presents

BURT LANCASTER

IN

"VENGEANCE VALLEY"

CO-STARRING

ROBERT WALKER
JOANNE DRU
SALLY FORREST

with **JOHN IRELAND**
RAY COLLINS

COLOR BY **TECHNICOLOR**

Screen Play by Irving Ravetch
Based on the Novel and Saturday Evening Post serial by Luke Short

Directed by RICHARD THORPE
Produced by NICHOLAS NAYFACK

February



M-G-M Presents

LORETTA YOUNG

IN

"CAUSE FOR ALARM!"

BARRY SULLIVAN • BRUCE COWLING

MARGALO GILLMORE

Screen Play by
Mel Dinelli and Tom Lewis

Story by Larry Marcus

Directed by TAY GARNETT
Produced by TOM LEWIS

March



M-G-M Presents

JANE WYMAN • VAN JOHNSON

HOWARD KEEL • BARRY SULLIVAN

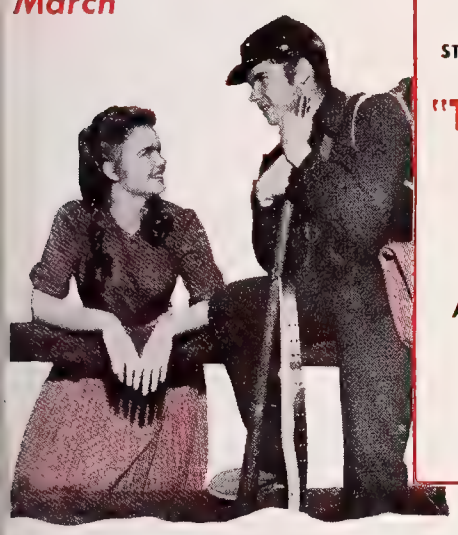
IN

"THREE GUYS NAMED MIKE"

Screen Play by Sidney Sheldon
Story by Ruth Brooks Flippen
From Suggestions Made by Ethel "Pug" Wells

Directed by CHARLES WALTERS
Produced by ARMAND DEUTSCH

March



M-G-M Presents

STEPHEN CRANE'S GREAT AMERICAN STORY OF THE CIVIL WAR

"THE RED BADGE OF COURAGE"

STARRING

AUDIE MURPHY
BILL MAULDIN

A JOHN HUSTON PRODUCTION

Screen Play by John Huston
Adaptation by Albert Band

Directed by JOHN HUSTON
Produced by
GOTTFRIED REINHARDT

March



M-G-M Presents

FRED ASTAIRE • JANE POWELL

IN

"ROYAL WEDDING"

CO-STARRING

PETER LAWFORD
SARAH CHURCHILL • KEENAN WYNN

with **ALBERT SHARPE**

COLOR BY
TECHNICOLOR

Story and Screen Play by Alan Jay Lerner
Music by BURTON LANE • Lyrics by ALAN JAY LERNER

Directed by STANLEY DONEN
Produced by ARTHUR FREED

April



M-G-M Presents

CLARK GABLE in

"ACROSS THE WIDE MISSOURI"

Co-starring

RICARDO MONTALBAN
JOHN HODIAK
JAMES WHITMORE with
Adolphe MENJOU • J. Carrol NAISH • Jack HOLT
And Introducing **MARIA ELENA MARQUÉS**

COLOR BY **TECHNICOLOR**

Screen Play by Talbot Jennings
Story by Talbot Jennings and Frank Cavett

Directed by WILLIAM A. WELLMAN
Produced by ROBERT SISK

April



M-G-M Presents

"INSIDE STRAIGHT"

STARRING

DAVID BRIAN • ARLENE DAHL
BARRY SULLIVAN • MERCEDES McCAMBRIDGE
PAULA RAYMOND

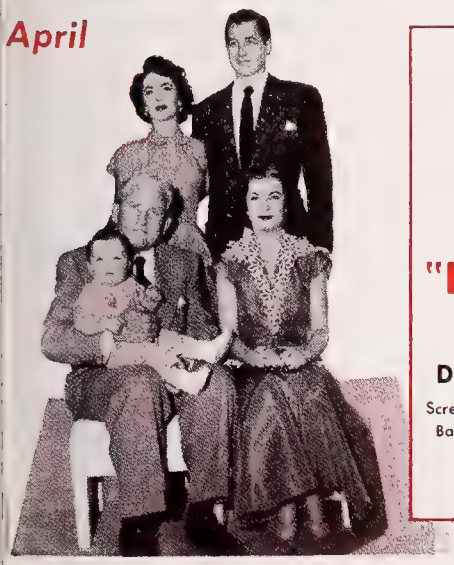
with

CLAUDE JARMAN, Jr. • LON CHANEY

Written by Guy Trosper

Directed by GERALD MAYER
Produced by RICHARD GOLDSTONE

April



M-G-M Presents

SPENCER TRACY
JOAN BENNETT
ELIZABETH TAYLOR

IN

"FATHER'S LITTLE DIVIDEND"

DON TAYLOR • BILLIE BURKE

Screen Play by Albert Hackett and Frances Goodrich
Based on Characters Created by Edward Streeter

Directed by VINCENTE MINNELLI
Produced by PANDRO S. BERMAN

May



M-G-M Presents

LASSIE

IN

"THE PAINTED HILLS"

COLOR BY
TECHNICOLOR

PAUL KELLY • BRUCE COWLING
GARY GRAY

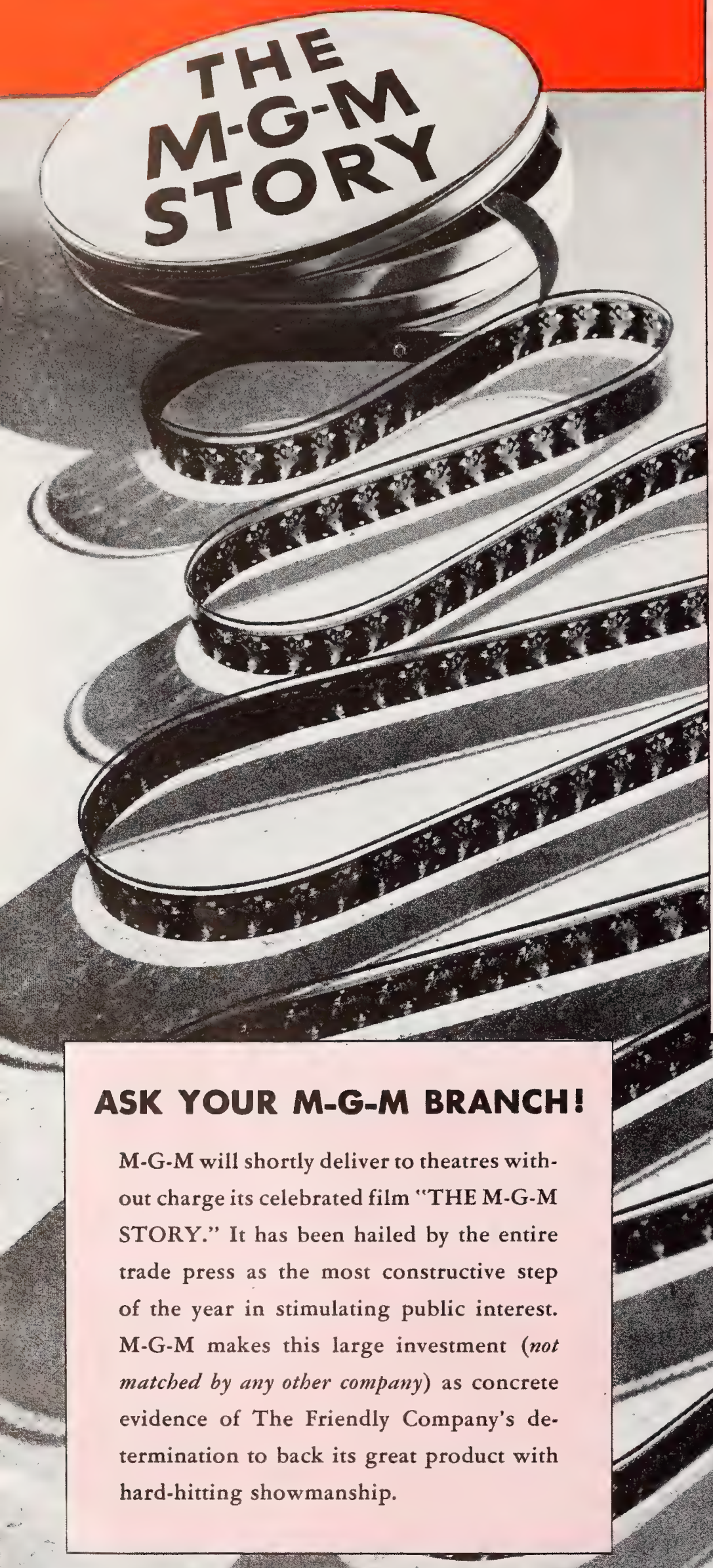
Screen Play by True Boardman
Based on the Novel "Shep of the Painted Hills" by Alexander Hull

Directed by HAROLD F. KRESS
Produced by CHESTER M. FRANKLIN

How to change from this  to this  on next page

READY SOON!

The Talk of the Industry!



SAYS DAILY VARIETY:

"There's heartening stimulation and impact to the entire industry in M-G-M's trailer of its forthcoming product 'THE M-G-M STORY'. Shown at TOA Convention in Houston it changed men who had been most pessimistic into bouncing optimists by the end of the 60 minute film. It sells very strongly the message that the picture industry with product has the means to successfully hold its own in any market."

ASK YOUR M-G-M BRANCH!

M-G-M will shortly deliver to theatres without charge its celebrated film "THE M-G-M STORY." It has been hailed by the entire trade press as the most constructive step of the year in stimulating public interest. M-G-M makes this large investment (*not matched by any other company*) as concrete evidence of The Friendly Company's determination to back its great product with hard-hitting showmanship.



To quote Daily Variety:

"PESSIMISTS BECAME OPTIMISTS!"



WHEN THEY SAW "THE M-G-M STORY"!

In this 60 minute subject, your patrons will see the marvelous sequel to last year's famed "Some of the Best." They will see the M-G-M Studios and Stars in action with footage from 24 coming pictures, 12 of them in Technicolor. Here are the pictures:

ACROSS THE WIDE MISSOURI (*Technicolor*)
Clark Gable, Ricardo Montalban, John Hodiak, James Whitmore, Adolphe Menjou, J. Carrol Naish

★ ★ ★

ROYAL WEDDING (*Technicolor*)
Fred Astaire, Jane Powell, Peter Lawford, Sarah Churchill, Keenan Wynn, Albert Sharpe

★ ★ ★

IT'S A BIG COUNTRY
All-Star Cast

★ ★ ★

MR. IMPERIUM (*Technicolor*)
Lana Turner, Ezio Pinza, Marjorie Main, Barry Sullivan, Sir Cedric Hardwicke

★ ★ ★

THE MAGNIFICENT YANKEE
Louis Calhern, Ann Harding

★ ★ ★

PEOPLE IN LOVE
Ray Milland, Nancy Davis, John Hodiak, Jean Hagen, Lewis Stone

★ ★ ★

KIND LADY
Ethel Barrymore, Maurice Evans, Angela Lansbury, Keenan Wynn

★ ★ ★

CALLING BULLDOG DRUMMOND
Walter Pidgeon, Margaret Leighton, Robert Beatty

★ ★ ★

INSIDE STRAIGHT
David Brian, Arlene Dahl, Barry Sullivan, Mercedes McCambridge, Paula Raymond, Claude Jarman, Jr., Lon Chaney

FATHER'S LITTLE DIVIDEND
Spencer Tracy, Joan Bennett, Elizabeth Taylor

★ ★ ★

GO FOR BROKE!
Van Johnson and All-Star Cast

★ ★ ★

SOLDIERS THREE
Stewart Granger, Walter Pidgeon, David Niven, Robert Newton, Cyril Cusack, Greta Gynt, Frank Allenby

★ ★ ★

THE RED BADGE OF COURAGE
Cast of Thousands including
Audie Murphy, Bill Mauldin

★ ★ ★

THE PAINTED HILLS (*Technicolor*)
Lassie, Paul Kelly, Bruce Cowling, Gary Gray

★ ★ ★

VENGEANCE VALLEY (*Technicolor*)
Burt Lancaster, Robert Walker, Joanne Dru, Sally Forrest, John Ireland, Ray Collins

★ ★ ★

THREE GUYS NAMED MIKE
Jane Wyman, Van Johnson, Howard Keel, Barry Sullivan

★ ★ ★

PANDORA AND THE FLYING DUTCHMAN (*Technicolor*)
James Mason, Ava Gardner, Nigel Patrick, Sheila Sim, Harold Warrender, Mario Cabre

EXCUSE MY DUST (*Technicolor*)
Red Skelton, Sally Forrest, Macdonald Carey, William Demarest, Monica Lewis, Raymond Walburn

★ ★ ★

TERESA
Pier Angeli, John Ericson

★ ★ ★

AN AMERICAN IN PARIS (*Technicolor*)
Gene Kelly, Leslie Caron, Oscar Levant, Georges Guetary

★ ★ ★

RICH, YOUNG AND PRETTY (*Technicolor*)
Jane Powell, Danielle Darrieux, Wendell Corey, Fernando Lamas, Marcel Dalio, Jean Murat, and introducing Vic Damone

★ ★ ★

SHOW BOAT (*Technicolor*)
Kathryn Grayson, Ava Gardner, Howard Keel, Joe E. Brown, Marge & Gower Champion, Agnes Moorehead

★ ★ ★

THE GREAT CARUSO (*Technicolor*)
Mario Lanza, Ann Blyth, Dorothy Kirsten, Jarmila Novotna, Blanche Thebom, Teresa Celli, Richard Hageman, Carl Benton Reid

★ ★ ★

(Because "KING SOLOMON'S MINES" is so successful and although it's currently in release we couldn't resist showing scenes from it again in "The M-G-M Story.")



PLUS AN SURPRISE!

First Scenes in Technicolor of "QUO VADIS"

(Your public wants you, on the next page)

THE FOLKS ARE SAYING:
"BE HAPPY! GO LEO!"
LISTEN!





"Hello Leo, don't let anybody kid you that there's any form of entertainment to equal the stars, the glamor, the fun, the spectacle of the big motion picture theatre screen! We've seen the swell coming M-G-M shows in 'THE M-G-M STORY' and we'll watch for them. As usual we're all saying 'BE HAPPY! GO LEO!'"

PRINTED IN U.S.A.

WB Divorce

(*Continued from page* 1)

holders yesterday. A ruling from the the Treasury Department states that stock exchange will result in no taxable gain or deductible loss, Warner said. Stock in both companies may be held by anyone who is not a director, officer, agent or employee of either of the new companies.

The proxy statement lists the capital stock and surplus pro forma of the new theatre company as of Aug. 31, 1950, as $80,423,375 and of the new picture company as $49,730,285. Proforma consolidated earnings statements for both companies for the past 10 years are also listed. In the year ending Aug. 31, 1950, the net profit after taxes of the new theatre company is listed as $6,143,341 and of the new picture company as $4,128,316.

The net profit credited the new picture company in the pro forma statement compares with a net profit of $138,595 for 1949 and a loss of $246,569 in 1948. The pro forma statement for the new theatre company shows a 1949 net profit of $10,327,939 for 1949 and $12,083,822 for 1948, as compared with the $6,143,341 for 1950.

Has 436 Theatres

The new theatre company and its wholy-owned subsidiaries has 436 theatres, consisting of 236 theatres owned in fee, 191 lease theatres and nine theatres partly owned and partly leased. Of these, 20 are closed, seven are leased or sublet to a 50 per cent owned subsidiary and three are leased or sublet to others.

Under the consent decree, Warner or the new theatre company must divest itself of 54 theatres, half within one year and all within two years. Divestiture of 27 more theatres may be required, depending upon certain contingencies embodied in the decree.

The new picture company will continue production and its subsidiaries will continue distribution through its domestic and foreign exchanges. In addition to the production, distribution and processing facilities which will be retained by the new picture company, it will own a 37½ per cent interest in Associated British Picture Corp., a 400-theatre circuit in the British Isles; a theatre in London and three theatres in Latin America; and will own the Music Publisher Holding Corp., which owns M. Witmark & Sons, Harms, Inc., and Remick Music Corp., all music publishers, and Edward A. Stege Co., engaged in printing music.

To Elect Directors

In addition to voting on the reorganization plan, the Warner stockholders will elect five directors for two-year terms. Nominated by the directors for re-election are Samuel Carlisle, controller and assistant treasurer, Stanleigh P. Friedman, vice-president, Charles S. Guggenheimer, member of the law firm of Guggenheimer and Untermyer, Samuel Schneider, vice-president, and Morris Wolf, member of the law firm of Wolf, Block, Schorr and Solis-Cohen.

The proxy statement said that no selection of officers and directors of the two new companies has yet been made. Under terms of the decree the new boards and officers must be completely separate.

Warner, under the reorganization, will determine the initial boards and managements.

Warner to Cancel Treasury Shares

Warner will cancel 523,000 treasury-held shares of stock under its reorganization plan, leaving 6,772,000 shares outstanding.

No fractional shares will be given to stockholders under the exchange plan of one-half share in each new company in return for each share of outstanding Warner stock. Instead a cash payment equal to the market value on the day preceding reorganization will be made.

W. B. Plugs Rare Capitol Booking

With the opening on Thursday of Warners' "The Enforcer" at the Capitol here to mark the first time in many years that a Warner picture will have played the Loew's flagship house, Mort Blumenstock's WB advertising-exploitation department has set up an extensive city-wide campaign to herald the world premiere.

Highlighting the campaign is a "Big Blue Eyes" contest which will be given radio and television coverage. Radio programs and TV shows set to spur the contest include, Martha Deane, WOR; Herb Sheldon, WJZ; Ted Steele Show, WPIX; Steve Allen program, CBS-TV; Jack Lacey, WINS; Bobby Sherwood Show, CBS-TV; Date In Manhattan, WBNT-TV, and Luncheon At Sardi's, WOR and WOR-TV. Extensive advertising in the New York dailies also will promote the film.

Dawson Again Head Of Magazine Unit

Hal Dawson of Dell Publishing Co. has been elected president of the Association of Screen Magazine Publishers for the fourth time. Gifford Plume of Fawcett Publications was elected vice-president and Sid Kalish of Hillman Periodicals, Inc., secretary-treasurer.

New directors are Harold Clark, advertising director of Dell, J. Fred Henry, head of J. Fred Henry Publications; and Gifford Plume.

TV 'Effective' for Selling Para. Films

ALBANY, Jan. 22.—Paramount is using television to exploit its pictures, because the medium is effective, Edward J. Wall, director of advertising-publicity in the Albany and Buffalo districts, stated in an interview today over WRGB, Schenectady.

Wall said Barney Balaban, Paramount president, recently declared television is not the reason for the decline in film grosses, Canadian grosses, without television, being off just as much as in the United States.

20th-Fox Sets 'Lucky'

"Lucky Nick Cain," with George Raft and Coleen Gray, will be released by 20th-Century-Fox, it was announced by the company. The picture was formerly titled "I'll Get You For This," and was filmed overseas by Kaydor Productions.

NEWS in Brief . . .

HOLLYWOOD, Jan. 22.—Pat de Cicco, vice-president of United Artists Theatres of California is on an indefinite leave of absence to devote himself to his recently organized Bonbon Corp., supplying chocolate-covered ice cream for theatre sales. Arnold Childhouse will take over de Cicco's circuit duties.

•

Samuel Goldwyn has signed George Balanchine, head of the New York City Ballet, to conceive and direct the ballet sequences for the forthcoming Technicolor film based on the life of Hans Christian Andersen, starring Danny Kaye and Moira Shearer, it was announced here.

•

Manfred George, film editor of the German language newspaper *Aufbau* has been reelected president of the Foreign Langauge Press Film Critics' Circle. Louis Schaeffer, film editor of the *Jewish Daily Forward* was elected vice-president, and Sigmund Gottlober, director of the American Foreign Language Press, was reelected executive secretary.

•

Milwaukee, Jan. 22.—In conjunction with the "Hall of Montezuma" opening at the Fox-Wisconsin here yesterday, Fox-Wisconsin Amusement invited 26 wounded marines recently returned from Korea to a luncheon in their honor.

•

Novelist and playwright Irwin Shaw has been signed by Samuel Goldwyn to do the screen dramatization of "I Want You," a film story based on how America's mobilization affects the country's youth and their families.

•

Paramount's "Trio" scored a $3,585 gross in its first two days at the 850-seat Avenue Theatre in Montreal, the home office reported. It reported also that the 365-seat Vogue in San Francisco grossed $4,225 for five days, and termed both gross figures new records.

•

The advertising campaign for 20th Century-Fox's "Of Men and Music" will feature specially created ads by commercial artist Erik Nitsche, whose work in the "No Way Out" campaign won wide recognition.

•

Cleveland, Jan. 22.—Cleveland M. P. Exhibitors Association will elect officers at its annual meeting here Jan. 30. Ernest Schwartz has been CMPEA president for the past 17 years. Preceding the business meeting will be a luncheon with Mayor Thomas A. Burke, and city officials as guests of honor.

•

BALTIMORE, Jan. 22.—Installation of new officers of the Baltimore Variety Club, Tent No. 19, will be held tomorrow in the Variety club rooms here. William G. Myers is the new chief barker, succeeding Rodney Collier who has been named International Canvasman.

•

CINCINNATI, Jan. 22.—The Cincinnati Variety Club will hold an installation dinner-dance at the Netherland Plaza Hotel here Feb. 10. Vance Schwartz, circuit operator, will serve a second term as chief barker.

Admission Hike in Midwest Theatres

Madison, Wis., Jan. 22.—First run theatres have hiked their prices for adults four cents for matinees to 60 cents and five cents evenings to 76 cents.

Meanwhile in Kansas City, Fox Midwest's Fairway, Tower and Uptown have raised admissions from 45 cents matinees and 65 cents for holiday matinees to 50 cents and 75 cents. The circuit also has raised admissions of many out-of-town houses, usually by five cents.

Pa. Censors Urge Control Over TV

WASHINGTON, Jan. 22.—Pennsylvania's film censors told the Supreme Court today that it hardly makes sense to allow state censorship boards to censor films in theatres and yet prohibit them from censoring films shown by television in the home.

The Pennsylvania censorship board took this stand in a second brief filed in the High Court in support of its appeal from a Third Circuit Court decision that state censors cannot control films on TV because the Federal government had preempted regulation in this field. The High Court is expected to say whether or not it will hear the appeal on Feb. 26.

The brief emphasized that Pennsylvania is not attempting to prohibit television broadcasters from operating stations but only to make sure that immoral and obscene films are not shown on those stations.

Cinecolor Report

(*Continued from page* 1)

for Supercinecolor and Cinecolor has exceeded plant capacity and $200,000 will be spent during 1951 for further conversion and additional three-color facilities. Executive vice-president Karl Herzog, in the report, stated that "Development of Supercinecolor has improved and revitalized our entire operation. It has given us the means to compete in processing color films for the industry as well as unpredictable possibilities in the field of color television and commercial film requirements."

George H. Spires, Sr.

George H. Spires, Sr., father of George H. Spires, Jr., of the editorial staff of the *Motion Picture Herald* now on military leave in the Army, died at his home in Atlantic Highlands, N. J. on Saturday. A Requiem Mass was held yesterday morning at St. Agnes Church and burial was at Mt. Olivet Cemetery, Redbank, N. J. Survivors are his widow, Mrs. Nell Spires, and three sons, James, now in Japan; Major George H. Spires, Jr., now at Camp Pickett, Va. and Frank, also two sisters, Mrs. James Jaffey and Mrs. Frank Kelly.

Paul Leroux, 48

OTTAWA, Jan. 22.—Paul Leroux, 48, manager of the Pix Theatre in Aylmer, Quebec, died suddenly at his home here. His widow and daughter survive.

National Pre-Selling

A TRIPLE exploitation barrage utilizing endorsements by three members of the cast of 20th Century-Fox's "I'll Climb the Highest Mountain" is bringing the film to the favorable attention of millions of housewives. Seven million mailing pieces featuring an endorsement by Susan Hayward are being sent out by Lever Bros. in a Lux Soap tieup. A picture and short biography of William Lundigan are being carried on 20,000,000 Royal Dessert packages and in a tieup with Estate Stove Co., Barbara Bates is being featured in full-page ads in *Farm Journal, Household* magazine and in Sunday newspaper supplements in 70 cities.

•

Paramount's "September Affair," which will be the next attraction in the Radio City Music Hall, is LOOK *Magazine's "Movie of the Week" in the Jan.* 30 *issue.* LOOK *hails the picture with a three-page spread including a laudatory review which points up the love story. Included in the layout is a story on French actress, Francoise Rosay, who co-stars with Joan Fontaine and Joseph Cotten. Total readership is claimed at* 19,000,000.

•

"Born Yesterday" starring Judy Holliday, has been chosen by Florence Somers, *Redbook* feature editor, as "Picture of the Month" in the February issue. Miss Somers describes it as "one of the raciest comedies to come out of Hollywood and it's good fun." Four other films are named, "Cyrano de Bergerac," "The Magnificent Yankee," "Storm Warning" and "September Affair."

•

Although she declined to do so for many years, Mary Coyle Chase, author of the Broadway stage success "Harvey," has finally written the story of how she came to write the play about the imaginary pooka. "My Life With Harvey" will appear in *McCall's* for February on the newsstands this week, with several pages of pictures and text for the promotion of the film.

McCall's also will contain two beauty articles arranged by the Hollywood editorial office, which opened last summer. The articles reflect a broader coverage of motion pictures for the magazine's 4,000,000 readers. The Jane Greer story, by Dolly Reed, beauty editor, is a two-page spread in which the RKO player explains Hollywood make-up tricks. The Nancy Davis article shows the gentlest ways of taking off every smitch of make-up.

"The Private Life of a 14-Year-Old Girl" also in the February *McCall's*, contains the results of a poll taken of 454 'teen-age students at Sidney Lanier Junior High School in Houston. Things of interest to the film industry are types of films preferred and favorite male and female stars.

•

PARADE, *the Sunday picture magazine that appears in 33 metropolitan newspapers with a total readership of more than* 13,000,000, *carried a Louis Calhern story in its Jan.* 14 *issue and a Peggy Dowd feature on Jan.* 21. *A story of Lana Turner types will appear in the issue of Feb.* 4.

•

Charlton Heston, a Hal Wallace discovery, is profiled in *Seventeen*'s February issue. Written by the Edwin Miller, the piece is entitled "The Name Is New." Heston, star of "Dark City" will next be seen in "The Greatest Show On Earth."

•

Three new national tie-ups have been added to the mounting exploitation campaign for 20th Century-Fox's "Bird of Paradise." Arthur Murray and his dance studios will introduce a special Paradise ballroom dance, which will be supported with full-scale local publicity campaigns backed by theatres playing the film.

Two travel tie-ups have been set with the President Steamship Line and the British Overseas Airways Corp. The companies, which service the South Pacific, will feature large Easter window displays on "Bird of Paradise" in their offices in New York and throughout the country.

•

Posters reaching more than 2,000,000 daily throughout the U. S., plus extensive advertising linage in major city newspapers, will result from a three-way tieup between Burlington American Trailways, Mutual Broadcasting and Robert Stillman's new film, "Queen for a Day." The deal calls for posting in 2,550 bus stations and ticket offices and more than 5,000 displays ballyhooing the air program and the picture, with coincidental placing of newspaper advertising for the opening of the film in local theatres.

—WALTER BROOKS.

What the Critics Say

"Let me add my congratulations on the splendid *Air Mail Edition* of *Motion Picture Daily*. "Like all who work on deadlines and scrape for news, to us time is of greatest essence. Being close to 1,000 miles from the entertainment capital of the world is a handicap. But your 'winged' edition, as someone has already called it, keeps us abreast of the news almost as it happens.

"You, definitely are meeting a deadline as far as we and thousands of showmen in this area are concerned."—Paul Jones, Film, Radio, TV Critic, Atlanta (Ga.) *Journal* and Atlanta *Constitution*.

"Since the *Air Mail Edition* of *Motion Picture Daily* first began arriving at my desk, I've been reaching for it even before my own personal fan mail. Its newsy shorts are just what I need to salt my pages with hot-off-the-griddle Hollywood and Broadway items.

"I'm a pushover for airmail anyway, but the *Air Mail Edition* of *Motion Picture Daily* I love because it keeps me so well-informed about my business and my editors are impressed by my job-hepness (or does my braggadocio show?)—Peggy Doyle, Drama Editor, Boston, (Mass.) *American*.

Lesser Charters New Set Effects Company

HOLLYWOOD, Jan. 22.—Vistascope Corporation of America, organized to manufacture, license and service a new device adaptable to motion picture or television production, was incorporated at Sacramento at the weekend by Sol Lesser and Associates. Lesser is board chairman; Julian Lesser, president; and Barney Briskin, vice-president.

Invented by Achille Pierre Dufour, Paris, the device is represented as enabling producers to substitute photographed interiors and exteriors for sets and locations at substantial savings. A press demonstration has been set for Thursday here.

Skourases Named to Greek Church Body

HOLLYWOOD, Jan. 22.—The Most Reverend Athenagoras, presiding Bishop of the Greek Orthodox Church for 11 Western states, has named Charles and Spyros Skouras to a combined council of the Greek Orthodox Diocese, it was announced here today.

The council consists of clergy and laymen selected to assist the Most Reverend Archbishop Michael, head of the Greek Orthodox Church in North and South America, in the administration of temporal affairs.

VFW to Cite Yates On Coast Saturday

HOLLYWOOD, Jan. 22.—Military, state and officials will witness the awarding of a gold citizenship medal and certificate of medit by the Veterans of Foreign Wars to Herbert J. Yates, Republican president. Saturday at luncheon ceremonies at the Biltmore Hotel here.

"This award is the highest honor the 1,200,000 fighting men in VFW can bestow," said VFW Department Commander Donald L. Warner.

20th-Fox Lays Off 12 for Economy

Five publicists and seven secretaries and office workers employed in the 20th Century-Fox home office advertising-publicity department were let out by the company yesterday in an economy move. Of the five who were Screen Publicists Guild members, three were artists and two were magazine contacts. They will receive double severance pay.

A protest against the lay-offs was discussed at an SPG meeting last night, following SPG efforts to have the employes reinstated. At last night's meeting, the membership in the 20th Century-Fox unit of SPG authorized a strike, the resolution receiving the "overwhelming" endorsement of the unit, according to a union spokesman.

France-Reich Deal Reported

WASHINGTON, Jan. 22.—The State Department has asked its Frankfurt staff to investigate an alleged secret Franco-German film agreement under which the French were reported to have agreed to accept a quota on the number of films they can send to Germany each year.

The Department acted on a protest of the Motion Picture Association, it was learned. According to a reliable source, MPAA found out about the secret French agreement and protested on the ground that the French, by agreeing to take a quota, were undermining U. S. efforts to prevent any German film import quotas and had broken a Franco-British-American agreement to present a common front to the West German government on the quota question. Department officials, it was reported, agreed that if such an agreement existed it was a breach of the tripartite agreement and a serious blow to U. S. efforts to get unrestricted film imports into Germany, and accordingly have asked the German staff in Germany to investigate and report.

See Final 'Miracle' Action After Feb. 15

Despite the hearing set here on "The Miracle" Jan. 30, definite action on revoking the license could not take place until the next regular meeting of the Board of Regents Feb. 15-16, unless a special meeting is called in the meantime.

Meanwhile, Jacob L. Holtzmann, member of the three-man subcommittee that will hear arguments on Jan. 30 on grounds for revoking the film's license, denied that "The Miracle" had been called "sacrilegious" by the regents. He said the regents have not made "a determination that the board has the power to rescind the action of the Motion Picture Division in issuing a license" to the film. These matters will be considered and determined only after the Regents have had an opportunity to consider fully all affidavits and briefs which may be submitted" at the Jan. 30 hearing.

The Paris Theatre here Friday night, where the controversial film is playing, was emptied by the police in a hurry following a false bomb scare.

NPA Tightens Up Metals Supplies

WASHINGTON, Jan. 22.—Still further tightening in available supplies of key metals was in store for civilian users as a result of orders and predictions of the National Production Authority.

NPA officials told a meeting of officials from firms making air conditioning apparatus that the copper supply situation will continue tight and that aluminum shortages will not ease for some time until additional facilities now under construction are completed during the next 18 months.

NPA orders today increased the amount of steel that firms must set aside for defense orders and allocated all forms of tungstens to essential production. NPA orders restricting use of nickel and zinc to essential production are due shortly.

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FRENCHIE

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UI

THE INDUSTRY'S SHOWMANSHIP LEADER



VARIETY says:

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BIG in Cincinnati — 'Frenchie' Trim

BIG in Louisville — 'Frenchie' Paces L'ville

BIG in Providence — 'Frenchie' Hefty

BIG in San Francisco — 'Frenchie' Wow

BIG *Everywhere!*

Arbitration

(Continued from page 1)

the subject of arbitration was not even mentioned.

Since then, spearheaded by Theatre Owners of America and with considerable distributor support, efforts have been made to consolidate industry sentiment in support of establishment of a new system of arbitration or conciliation. One meeting was held here several months ago to explore early possibilities, following which William F. Rodgers, distribution vice-president of Loew's, was requested to sound out Allied officials on the proposals, since little further could be done without Allied's participation. It has been unofficially reported that Rodgers met with no encouragement from any Allied source on the latter organization's participation.

Some Allied officials take the position that anyone who wishes to do so can have an industry dispute submitted to arbitration now and that without a greater demand for a permanent, formal system of industry-wide arbitration on the part of its membership, it is content with things as they are.

It is surmised in some industry quarters that even should Allied agree to participate in such a system it would insist upon conditions and provisions which probably would be difficult of adoption or would hold its participation to a minimum.

Allied's Plan

(Continued from page 1)

letters were also transmitted to the Department of Justice at Washington.

Allied's position is that bidding between independents and non-affiliated circuits for product is not necessary under any of the industry court decrees and that distributors sometimes use it as a device to hike rentals. Allied is endeavoring to get defendant companies in the Paramount case to agree to and request the Federal statutory court here for a change in the phraseology of the decree covering competitive bidding which would relieve independent theatres of bidding against each other for product. Allied is not a party to the suit and hence cannot bring the proposal before the court itself.

Sales Heads Look To Kirsch on Meet

No steps have been taken toward calling an industry conference in Chicago to discuss the state of business in that area, as suggested by Jack Kirsch at the 20th anniversary banquet of Illinois Allied last month, nor are any likely to be taken unless Kirsch or other Chicago exhibitors present a more specific plan.

This was the attitude of distribution executives yesterday, several of whom were present at the dinner where Kirsch originally made the proposal. In general, the home office officials expressed a willingness to participate in, but not initiate, a "forum" which would deal with the major problems facing Chicago area exhibitors.

Kirsch followed up his invitation given at the dinner with a statement several days later that he felt it was up to the distributors to act next.

Review

"The Enforcer"

(United States Pictures—Warner Brothers)

HUMPHREY BOGART again fortunately is cast in one of those snarling, sinewy roles that allows his best talents full expression. The story is about a gang of outlaws who deal in murder and sell their services to anyone who pays the price. The narrative has been extremely well-forged and it is endowed with an engrossing quality all the way. There are some magnetic performances in the lesser roles that add memorable touches, all of which is a compliment to Bretaigne Windust's smooth-working direction. The film is strong, meaty entertainment and it should go over well commercially.

Bogart plays the assistant district attorney who is bent on uprooting the entire gang of murder peddlers. When at last he has the head of the gang behind bars with an open and shut case against him, a crucial witness is killed in a panicky leap through a window. Thus the case again seemingly has collapsed. In a last desperate effort to find some clue to work with, Bogart starts reviewing the long record of the case, and thus in flashback there comes the whole sordid story of the gang. Bogart picks up a fragment of vital information, pursues it relentlessly, with the gory trail leading to the uncovering of a wholesale number of murders. In time Bogart is able to track down and bring to court the one witness that paves the way for the underworld mastermind's conviction.

Zero Mostel admirably portrays his bit as the nervous, vain, small-time hooligan who finally cracks. In the role of the gang head, Everett Sloane, is, as usual, convincing and dynamic. Others who provide wonderful support are Ted De Corsia, as a hoodlum, and Roy Roberts, as a police captain. Although there are woman in the cast of this United States Pictures production, none plays an orthodox romantic role. Milton Sperling produced from the screenplay by Martin Rackin. A special prologue has been attached to the film in which a brief message on crime is given by Senator Estes Kefauver, chairman of the U. S. Commission to Investigate Organized Crime.

Running time, 87 minutes. General audience classification. Release date, Feb. 24.

MANDEL HERBSTMAN

UK Film Employes Council

(Continued from page 1)

British pictures are more profitable than American. He claimed also that the present structure of marketing in England was developed almost entirely for the service of American product.

Subsequent debate revealed varying degrees of anti-American and anti-J. Arthur Rank bias. The electricians union contended that the British film industry is the first victim of Marshall Plan aid. Attempts by America to interfere in the internal affairs of this country already are so commonplace that we no longer are shocked by them," a spokesman for that union said.

This allegation provoked indignant protests, particularly from actors, but nevertheless the anti-American theme continued throughout with several delegates demanding that American-made quota pictures have British producers, directors and stars.

George Elvin, FIEC general secretary, alleged that British exhibitors are confederates of Hollywood by buying American pictures cheaper than British in order to kill the latter.

Elvin called for state distribution with fixed maximum distribution charges for all pictures, including American, and also a steepened quota with if necessary, imprisonment of defaulters. He charged that the plan for improvement announced by James H. Lawrie, head of the British governments' National Film Finance Corp., was merely a subterfuge to subsidize not independents but film trusts, "like Rank."

Informed opinion holds that the situation represented by the meeting's expressions increasingly demands a more aggressive propaganda approach not merely by the Exhibitors' Association here but particularly by American interests.

File Ticket Tax Bill On Tenn. Drive-ins

NASHVILLE, Jan. 22.—A bill, supported by the Tennessee Municipal League, calling for a four-cent tax on each admission to drive-ins has been introduced in the Tennessee State Legislature. The proponents explained that the projected drive-in tax would match local taxes already being paid by theatres here within city limits.

Wisconsin Allied to Meet at Madison

MILWAUKEE, Jan. 22.—Allied Independent Theatre Owners of Wisconsin will hold a regional meeting on Feb. 6 at the Hotel Lorraine at Madison. A film clinic will be held for the discussion of buying and booking problems.

NPA Names Golden Film Unit Director

WASHINGTON, Jan. 22. — The National Production Authority has announced the appointment of Nathan D. Golden as director of NPA's Motion Picture and Photographic Products division.

Golden has been acting director.

Name Three to Cal. Drive Posts

SAN FRANCISCO, Jan. 22.—Ben Levin, of General Theatrical, has been named exhibitor chairman here for the March of Dimes, now under way.

Joseph Blumenfeld, Blumenfeld Theatres, is Northern California exhibitor chairman for Brotherhood Week. Neal East, Paramount exchange manager, is distributor chairman.

NY Grosses

(Continued from page 1)

stantial $125,000 for its first seven days. On the stage, Leonidoff interprets Gershwin's "Rhapsody in Blue."

Two other stage-film houses are changing bills after two-week stands. At the Paramount, "At War with the Army" comes in tomorrow following the second and final week of "Branded," which is expected to total $53,000. At the Capitol, "Grounds for Marriage," with a fair $43,000 for its second week, will be replaced on Thursday with "The Enforcer," first Warner picture to play the Loew's house in years. "Dallas" holds at the Strand, with a moderate $34,000 due for its second week.

"Halls of Montezuma" again failed to live up to a smash opening week of $110,000, with only $62,000 expected for a third week at the Roxy.

"Born Yesterday" continues to lead the parade among the straight film policy houses, with the Victoria expecting to take in a fine $36,000 for a fifth week with the film. Also doing good business are "The Mudlark" at the Rivoli, with $17,000 in sight for a fifth week, and "Harvey" at the Astor, where $20,000 is expected for a fifth week.

"Vendetta" will close today at the Globe after a nice run of a little more than four weeks, with $12,500 registered for the final stanza. "Mad Wednesday" opens there tomorrow. "The Sun Sets at Dawn" is concluding its second and final week at the Mayfair with a mild $10,000; a pair of M-G-M reissues, "The Big Store" and "The Last Gangster," will take over on Saturday. "Operation Disaster" is doing satisfactory business at the Criterion, with $10,000 due for a second week.

"Cyrano de Bergerac" is still doing good business at the Bijou on a two-day, reserved seat policy, with about $11,000 expected for an 11th week. Off the main stem, Trans Lux 52nd St., is happy with $13,000 coming in for the sixth week of "Seven Days to Noon" and "Trio" is settling into a profitable rut at the Sutton with $8,500 estimated for a 16th week. "The Blue Lamp" at the Park Avenue has chalked up an excellent $8,000 for its second week.

Midwest Cities

(Continued from page 1)

pictures vying for top honors in bringing rejuvenation to the district there are: "Kim," Lyric; "Halls of Montezuma," Gopher; "Born Yesterday," RKO Orpheum; "The Next Voice You Hear," World.

Harry B. French, Sr., president of Minnesota Amusement, noted "a very definite upsurge in business at theatres since Christmas, particularly in the cities, but outstate as well." He said he had "every reason to believe" the four big openings in one week in Minneapolis "will result in a healthy outcome."

Business at the Milwaukee box-offices has been "very good" the past two weeks. One branch manager there ventured that grosses during the past week are the same as last year's.

'The Man' Opens Feb. 8

"The Man Who Cheated Himself," 20th Century-Fox release of a Jack M. Warner production, will have its first New York showing at the Palace Theatre here Feb. 8.

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VOL. 69. NO. 16 NEW YORK, U. S. A., TUESDAY, JANUARY 23, 1951 TEN CENTS

Little Chance Seen of Allied In Arbitration

No Move Made to Place It on Board's Agenda

There is little or no evidence of any disposition among Allied States leaders as the time draws near for the organization's annual board of directors' meeting to endeavor to swing Allied behind current industry moves for establishment of a new industry arbitration system.

With the annual board meeting, Feb. 15-16, in Washington only three weeks away, no move has been made yet to place the subject of arbitration on the meeting's agenda, it is learned.

Even should this happen in the ensuing weeks, any director attending the meeting could move to have the matter tabled. That is what happened a year ago at Allied's board meeting, while at the more recent fall meeting

(*Continued on page* 14)

Allied's Bid Plan To Company Heads

Allied's proposals on competitive bidding have been received by presidents of the major distributing companies here and are being studied in relation to the various government decrees involving trade practices.

The letters, sent out by Abram F. Myers, Allied general counsel, are the work of an Allied special committee on bidding, set up at the organization's last convention to combat bidding practices believed by Allied to be harmful to independent exhibitors. It is understood that copies of the

(*Continued on page* 14)

18 in 6 Months for Para. Production

HOLLYWOOD, Jan. 22.—Paramount will put 18 films into production during the next six months, according to Y. Frank Freeman, vice-president in charge of studio operations. Five will be in Technicolor. Freeman pointed out the production schedule is geared to the recently announced policy of increasing output by 50 per cent.

The picture will be made in the fol-

(*Continued on page* 2)

UK Film Employes Council Demands Increased Quota

By PETER BURNUP

LONDON, Jan. 22—At a meeting here yesterday, the Film Industry Employees Council approved a 10-point program including governmental requisitioning of idle studios, extension of the National Film Finance Corp. to enable independents to maintain continuity of production, an increased quota with restoration of the renters' quota, legislatively ordained bigger box-office returns for producers, breakup of circuit domination and reduction of the entertainment tax.

The council represents directors, stars, extras, musicians, electricians and technicians. A deputation shortly will call on Harold Wilson, president of the British Board of Trade, to discuss the program.

In an address opening the conference, Sir Laurence Olivier accused exhibitors of getting an unfair share of box-office receipts and warned them that "other irons are approaching the fire," for example, television and Phonevision.

"Let the exhibitors deal justly with us while we're still friends," Sir Laurence declared.

Citing the *Motion Picture Herald's* recent box-office survey and poll, the actor-producer declared that

(*Continued on page* 14)

Must Show Books in Anti-Trust Action

Salt Lake City, Jan. 22.—Judge Willis W. Ritter has granted in Federal Court here the motion of J. A. Christensen to examine distributor records back to 1937 in connection with the anti-trust action which Christensen has filed against distributors and circuits. Additionally, Judge Ritter will allow distributors and circuits to examine defendants' records back to the same year.

The case is scheduled to go to trial here in April.

Steady Pace At NY Runs

Business at Broadway first runs is maintaining a steady but unspectacular pace, with public high school students expected to swell matinee attendance because of the current regents' examinations.

The week's only opener, "The Magnificent Yankee" at Radio City Music Hall, is expected to bring in a sub-

(*Continued on page* 14)

Business Booms In Big Midwest Cities

Two big Midwestern cities, Minneapolis and Milwaukee, have marked a sudden upswing in business at downtown theatres.

"It looks like old times in the Minneapolis loop this week," is the report received from that city. Theatres and

(*Continued on page* 14)

Cinecolor Shows Net Loss of $604,642

HOLLYWOOD, Jan. 22.—Cinecolor, in its sixth annual report to stockholders, today disclosed a net loss of $604,642 for the fiscal year ending Sept. 30, 1950, with approximately half of the net loss figure attributed to what was described as successful experimentation in Supercinecolor process now in use.

The report stated that the demand

(*Continued on page* 11)

CAPITAL MEET TODAY WILL SET MPA MANAGEMENT PLAN

WASHINGTON, Jan. 22.—Procedures for running Motion Picture Association affairs during the absence of its president, Eric A. Johnston, will be discussed here tomorrow at a staff meeting of top officials of the New York and Washington offices of MPAA.

John McCarthy, Sidney Schreiber, and Fred Duvall are among the officials expected from New York to meet with Joyce O'Hara and other Washington staffers.

It was indicated earlier that O'Hara will run the association in Johnston's absence, with frequent staff meetings and perhaps more frequent board meetings. For the time being, at least, no change is planned in his designation as assistant to Johnston.

Full Senate confirmation of Johnston as ESA director is seen assured.

WB Divorce Plan Goes to Stockholders

Approval Will Be Sought At Feb. 20 Meeting

A plan of reorganization, to be effective on or before April 4, 1953, which will split the present Warner company into a new theatre company and a new production-distribution company in compliance with its consent decree, has been submitted to Warner stockholders.

The proposals will be acted upon at the annual stockholders' meeting on Feb. 20 at Wilmington, Del. Approval is required by holders of two-thirds of the stock.

Stock in the two new companies will be issued to the present stockholders at the rate of one-half share in each company for each share of the present company, H. M. Warner, president, said in a letter accompanying the proxy statement sent to stock-

(*Continued on page* 11)

Interstate Might Buy Up UPT Stake

DALLAS, Jan. 22.—The deal under discussion for more than a year by which the United Paramount Theatres' and Karl Hoblitzelle and associates' 50-50 interests in Interstate Circuit of Texas would be broken up has not been finally determined yet and "might go either way," Robert J. O'Donnell of Interstate said today on his return here from an Eastern trip.

Unfounded reports published earlier had UPT buying up the Hoblitzelle-O'Donnell interest and remaining as

(*Continued on page* 11)

Senate Unit Speeds Johnston Approval

WASHINGTON, Jan. 22.—Acting with unusual speed, the Senate Banking Committee this afternoon unanimously reported the nomination of Eric A. Johnston, Motion Picture Association of America president, to be director of the Economic Stabilization Agency.

The action came just about four hours after President Truman sent the nomination to the Senate for ap-

(*Continued on page* 11)

Personal Mention

EMANUEL SILVERSTONE, of 20th Century-Fox International Corp., is slated to sail today for Europe from here aboard the *S.S. America.*

•

KATHLEEN BOURNE, M-G-M story head in England, FRED YOUNG and CYRIL CAMBRIDGE, head of the camera and electrical departments at M-G-M's British studios, respectively, have completed their visit to the Coast studio and are due to return to London from here. Miss BOURNE will leave here at the end of the week while YOUNG and CAMBRIDGE will leave tomorrow.

•

HENDERSON M. RICHEY, sales promotion manager of M-G-M, has been elected a member of the board of directors of the Huguenot Trust Company, New Rochelle, N. Y.

•

DAN S. TERRELL, head of M-G-M's exploitation department, has delayed his return here from the Coast until tomorrow.

•

F. J. A. MCCARTHY, Universal-International Southern and Canadian sales manager, is due to leave here today for Toronto.

•

HERB JOSEPH has been appointed radio time buyer and national newspaper space buyer for Charles Schlaifer & Co.

•

ELLIS G. ARNALL, president of the Society of Independent Motion Picture Producers, has returned to New York from Atlanta.

•

J. FRANK DURKEE, head of Durkee Enterprises in Maryland, has left Baltimore to spend the balance of the winter in Florida.

•

JOHN P. BYRNE, M-G-M Eastern sales manager, is spending the week in Boston.

•

RUDY BERGER, M-G-M's Southern sales manager, is slated to arrive here Thursday from Washington.

•

PHIL GERARD, Universal Pictures Eastern publicity manager, was in Washington from here yesterday.

•

HUGH OWEN, Paramount Eastern and Southern division manager, is in Charlotte today from New York.

•

WILLIAM VAN DUSEN, aviation publicist, has been appointed vice-president of Eastern Air Lines, Inc.

•

PAT PATTERSON, National Screen Service booker at Atlanta, is back at her desk after an illness.

•

LEON BACH, executive of Rome Theatres, Baltimore, has returned there from Hollywood.

•

C. (POP) GEHLSON, Burke, S. D., exhibitor, underwent a leg amputation and is now resting at his home.

Ask Soviet Return Of 'Smith,' 'Deeds'

WASHINGTON, Jan. 22.—The State Department announced today that its Embassy in Moscow had asked the Soviet Ministry of Foreign Affairs to halt all unauthorized showings in Russia of "Mr. Smith Goes to Washington" and "Mr. Deeds Goes to Town" and to return all prints of the two films to the Embassy for transmission to Columbia Pictures, the rightful owner.

Officials said they have not yet had any reply nor any word from the Embassy as to whether the unauthorized showings have been stopped. According to the Department, the films are being shown as trophies of war captured by Russian soldiers in Germany in 1945. Officials said some distortions were noted but that it could not be determined whether these were distortions made by the Germans or by the Russians.

The Department's note pointed out that both films were distributed before the war in all European countries except Germany and the Soviet Union, and that the distribution contracts specified that any distribution rights were confined to the particular country where the film was being distributed and that all basic ownership rights and title were retained by Columbia.

Department officials have previously indicated they would be greatly surprised if they get any result from the protest and request.

3 of TOA's 28 Units Okay COMPO Plan

The first three of Theatre Owners of America's 28 regional units to approve the new organizational setup for the Council of Motion Picture Organizations are Theatre Owners of Oklahoma, New Jersey Theatre Owners of America and Eastern Tennessee Motion Picture Theatre Owners, Gael Sullivan, TOA executive director, reported here yesterday.

Sullivan said proposals of the arrangement are expected shortly from other TOA units. There have been no rejections. He will explain the arrangement and urge approval at the meeting in Memphis next Monday-Wednesday of the Tri-States Theatre Owners Association, he added.

Levy to Devote More Time to TOA

Herman M. Levy, Theatre Owners of America general counsel, will spend more time at TOA headquarters here, and will absorb some of the duties of Stanley Prenosil who has resigned as assistant executive director of the association, it was indicated yesterday. Levy resides in New Haven, Conn.

It is expected that one or more television engineering specialists soon will be added to the TOA headquarters staff.

New Role for Ferrer

HOLLYWOOD, Jan. 22—Jose Ferrer has been signed by producers William Perlberg and George Seaton for "Anything Can Happen."

Para. Bought Up 311,816 Shares

Paramount Pictures purchased for retirement 311,816 shares of its own common stock during the period Dec. 22 to Jan. 19, the company reported yesterday.

On Dec. 22 it filed on the New York Stock Exchange a bid for 500,000 shares, indicating at the time that the offer would be withdrawn Jan. 19 regardless of the number purchased by then. The stock was bought at $21.50 per share. It advanced almost two points during the buying period.

Para. Sets 18

(*Continued from page* 1)

lowing order: a Bob Hope-Hedy Lamarr comedy, slated to begin Jan. 29; Cecil B. DeMille's "The Greatest Show on Earth," in Technicolor with Betty Hutton and James Stewart's "Detective Story," starring Kirk Douglas; a Dean Martin-Jerry Lewis comedy, "The Stooge," which Hal Wallis will produce; "Rhubarb," the first production for Paramount by William Perlberg and George Seaton, with Ray Milland; another Hal Wallis production, with Corinne Calvet; and "The Rage of the Vulture."

Also: "Aaron Slick from Punkin Crick," a Perlberg-Seaton musical with Alan Young and Dinah Shore; "My Son John," a Leo McCarey production starring Helen Hayes; "Shane," a Technicolor film produced by George Stevens; "Anything Can Happen," starring Jose Ferrer and Nancy Olson, with William Perlberg producing; "Pardners," starring Bing Crosby and William (Hopalong Cassidy) Boyd, with McCarey producing and directing; and another (untitled) comedy Western, starring Bob Hope and Roy Rogers.

Also, "Somebody Loves Me," starring Betty Hutton, produced in Technicolor by Perlberg and Seaton; "Casey Jones," a Technicolor musical; "This Is Dynamite"; "Road to Hollywood," starring Bing Crosby and Bob Hope, with Harry Tugend producing, and "Pride of the Fleet," an Irving Asher production.

Abandon Minneapolis Buying Proposal

MINNEAPOLIS, Jan. 22.—Because a majority of 28-day and 35-day runs here made certain demands which later runs considered incompatible, the plan for an all-city film buying combine, previously reported, has been abandoned.

A distributor spokesman had predicted the 28-day and 35-day runs would prove a stumbling block to the plan "because they can't kick pictures around and switch dates" as is customary with later runs.

Resumes Stage Shows

BOSTON, Jan. 22.—After a lapse of 17 months the RKO Boston Theatre will resume stage shows Jan. 31.

State Wage Order Due In 30 Days

New York State Industrial Commissioner Edward Corsi's third and final public hearing on a minimum wage for the amusement industry having been concluded, the Commissioner now has 30 days in which to promulgate an order based on the State Minimum Wage Board's recommendations. The law stipulates that the order is to go into effect after promulgation.

Corsi's final hearing, at which exhibition management and labor representatives voiced their opinions of the 75-cents-per-hour minimum proposed by the board last year, was held last Friday in Rochester.

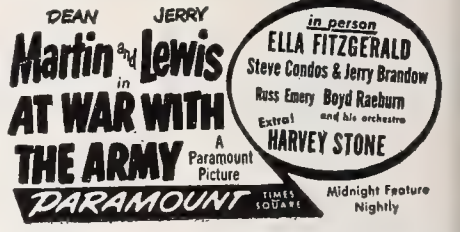
The attitudes expressed in Rochester by management and labor corresponded to those expressed at similar hearings which were held last fall in Albany and New York City. Circuit representatives argued that the recommended minimum was too high in light of the cost of theatre operations, and labor representatives supported the Board's proposals as fair, adding that if anything they should be higher.

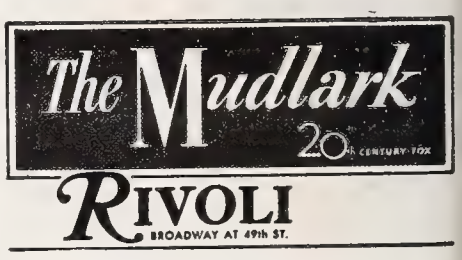
It was explained by Corsi's office here yesterday that the Commissioner has the power to send back to the Board any part of its recommendations he might deem deserving of reconsideration. Were Corsi to do so, enactment of a State Minimum Wage for the amusement and entertainment industries would be postponed considerably beyond April, by which time its enactment would take place otherwise.

Circuits represented at the Rochester hearing included RKO, Shea Circuit, Buffalo Paramount Corp., Basil Theatres and others. The Motion Picture Theatre Owners of Western New York also was represented.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"The MAGNIFICENT YANKEE"
starring Louis CALHERN - Ann HARDING
A Metro-Goldwyn-Mayer Picture
plus SPECTACULAR STAGE PRESENTATION





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IT TAKES 46 MUSCLES TO FROWN!



IT TAKES ONLY 22 MUSCLES

and M-G-M Pictures

TO SMILE!

HOW TO HAVE FUN IN FIFTY-ONE! *Turn the page!*

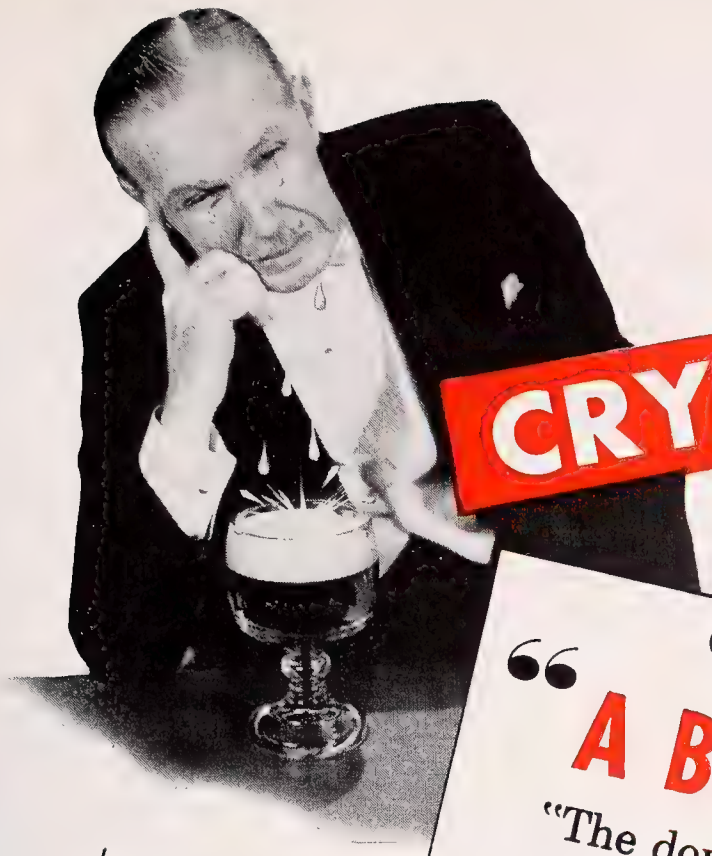


*"King Solomon's Mines"
*"Annie Get Your Gun"
"Father of the Bride"
*"Three Little Words"
*"Summer Stock"
"Adam's Rib"
"To Please A Lady"
"The Asphalt Jungle"
"The Yellow Cab Man"
"A Life of Her Own"
*"The Duchess of Idaho"
*"Nancy Goes to Rio"
"Reformer and the Redhead"
"Key to the City"
"Ambush"
"Stars In My Crown"
"Devil's Doorway"
*"The Toast of New Orleans"
*"Kim"

**Asterisk denotes Technicolor*

THE SMILING LION COULD REST ON HIS LAURELS BUT THERE'S WORK TO BE DONE!

(with a smile!)



CRY IN YOUR BEER?

OR



(Read the excerpts below from Boxoffice Magazine editorial)

"A BUSINESS OF GOOD CHEER!

"The downbeat boys have been beating us down . . . not just in the trade, but to the public. M-G-M has rendered yeoman service in good-will over many years. M-G-M's 'Ambassadors of Good-Will' get around. Some attend exhibitor conventions and tell 'how to build business.' Others talk before Rotary Clubs, business clubs and gatherings of all sorts, selling motion pictures. George Murphy, an M-G-M star, has bolstered the confidence of the industry and the public. In addition there is that inspiring short subject 'The M-G-M Story' produced expressly for Exhibitor Conventions. Their enthusiasm caused M-G-M to make it available free to theatres. This is a business of good cheer. There are ways of stimulating business. Let's be realistic and OPTIMISTIC. Battles aren't won by thinking and talking defeat. Movies have much to offer the public. They are a permanent factor in American life. Let's tell the public. For the New Year let's resolve to:

Sing a song of good cheer,
Sell our pictures to the sky,
Put forth our best showmanship
And build our grosses high!"



"That's good Horse Sense from publisher Ben Shlyen."

GOOD CHEER ON THE SCREEN! TURN HERE!

(From FILM BULLETIN)

"PROUD OF PRODUCT, METRO

On the basis of recent preview showings of Leo's new product, it would seem that they have every justification for saying: M-G-MOVIES ARE BETTER THAN EVER!"



"BE HAPPY! GO LEO!"

Now Playing



M-G-M Presents

"PAGAN LOVE SONG"

STARRING

ESTHER WILLIAMS • HOWARD KEEL

COLOR BY **TECHNICOLOR**

Screen Play by Robert Nathan and Jerry Davis
Based on the Book "Tahiti Landfall" by William S. Stone
Music by HARRY WARREN
Lyrics by ARTHUR FREED

Directed by ROBERT ALTON
Produced by ARTHUR FREED

Now Playing



M-G-M Presents

RED SKELTON

ARLENE DAHL • ANN MILLER

IN

"WATCH THE BIRDIE"

LEON AMES • PAM BRITTON
RICHARD ROBER

Screen Play by Ivan Tors, Devery Freeman and Harry Ruskin
Based on a Story by Marshall Neilan, Jr.

Directed by JACK DONOHUE
Produced by HARRY RUSKIN

Now Playing



M-G-M Presents

VAN JOHNSON • KATHRYN GRAYSON

IN

"GROUNDS FOR MARRIAGE"

PAULA RAYMOND • BARRY SULLIVAN
Lewis STONE • Reginald OWEN
A ROBERT Z. LEONARD Production

Screen Play by Allen Rivkin and Laura Kerr
Story by Samuel Marx

Directed by ROBERT Z. LEONARD
Produced by SAMUEL MARX

Now Playing



M-G-M Presents
RUDYARD KIPLING'S

"KIM"

STARRING

ERROL FLYNN

with

DEAN STOCKWELL
PAUL LUKAS • ROBERT DOUGLAS
THOMAS GOMEZ • CECIL KELLAWAY
ARNOLD MOSS • LAURETTE LUEZ

COLOR BY **TECHNICOLOR**

Screen Play by Leon Gordon, Helen Deutsch and Richard Schayer

Directed by VICTOR SAVILLE
Produced by LEON GORDON

February



M-G-M Presents

"THE MAGNIFICENT YANKEE"

STARRING

LOUIS CALHERN
ANN HARDING

Written by Emmet Lavery

Based on his Play produced by Arthur Hopkins

Directed by JOHN STURGES

Produced by ARMAND DEUTSCH

February



M-G-M Presents

BURT LANCASTER

IN

"VENGEANCE VALLEY"

CO-STARRING

ROBERT WALKER
JOANNE DRU
SALLY FORREST

with **JOHN IRELAND**
RAY COLLINS

COLOR BY **TECHNICOLOR**

Screen Play by Irving Ravetch
Based on the Novel and Saturday Evening Post serial by Luke Short

Directed by RICHARD THORPE
Produced by NICHOLAS NAYFACK

February



M-G-M Presents

LORETTA YOUNG

IN

"CAUSE FOR ALARM!"

BARRY SULLIVAN • BRUCE COWLING

MARGALO GILLMORE

Screen Play by
Mel Dinelli and Tom Lewis

Story by Larry Marcus

Directed by TAY GARNETT

Produced by TOM LEWIS

March



M-G-M Presents

JANE WYMAN • VAN JOHNSON

HOWARD KEEL • BARRY SULLIVAN

IN

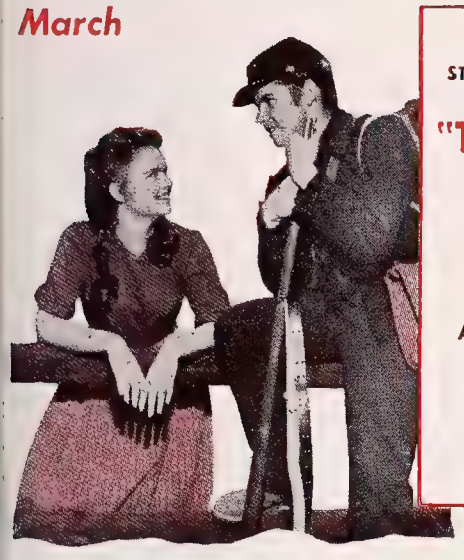
"THREE GUYS NAMED MIKE"

Screen Play by Sidney Sheldon
Story by Ruth Brooks Flippen
From Suggestions Made by Ethel "Pug" Wells

Directed by CHARLES WALTERS

Produced by ARMAND DEUTSCH

March



M-G-M Presents

STEPHEN CRANE'S GREAT AMERICAN STORY OF THE CIVIL WAR

"THE RED BADGE OF COURAGE"

STARRING

AUDIE MURPHY

BILL MAULDIN

A JOHN HUSTON PRODUCTION

Screen Play by John Huston
Adaptation by Albert Band

Directed by JOHN HUSTON

Produced by
GOTTFRIED REINHARDT

March



M-G-M Presents

FRED ASTAIRE • JANE POWELL

IN

"ROYAL WEDDING"

CO-STARRING

PETER LAWFORD

SARAH CHURCHILL • KEENAN WYNN

with ALBERT SHARPE

COLOR BY
TECHNICOLOR

Story and Screen Play by Alan Jay Lerner
Music by BURTON LANE • Lyrics by ALAN JAY LERNER

Directed by STANLEY DONEN

Produced by ARTHUR FREED

April



M-G-M Presents

CLARK GABLE in

"ACROSS THE WIDE MISSOURI"

Co-starring

RICARDO MONTALBAN

JOHN HODIAK

JAMES WHITMORE with

Adolphe MENJOU • J. Carrol NAISH • Jack HOLT

And introducing **MARIA ELENA MARQUÉS**

COLOR BY TECHNICOLOR

Screen Play by Talbot Jennings
Story by Talbot Jennings and Frank Cavett

Directed by WILLIAM A. WELLMAN

Produced by ROBERT SISK

April



M-G-M Presents

"INSIDE STRAIGHT"

STARRING

DAVID BRIAN • ARLENE DAHL

BARRY SULLIVAN • MERCEDES McCAMBRIDGE

PAULA RAYMOND

with

CLAUDE JARMAN, Jr. • LON CHANEY

Written by Guy Trosper

Directed by GERALD MAYER

Produced by RICHARD GOLDSTONE

April



M-G-M Presents

SPENCER TRACY

JOAN BENNETT

ELIZABETH TAYLOR

IN

"FATHER'S LITTLE DIVIDEND"

DON TAYLOR • BILLIE BURKE

Screen Play by Albert Hackett and Frances Goodrich
Based on Characters Created by Edward Streeter

Directed by VINCENTE MINNELLI

Produced by PANDRO S. BERMAN

May



M-G-M Presents

LASSIE

IN

"THE PAINTED HILLS"

COLOR BY
TECHNICOLOR

PAUL KELLY • BRUCE COWLING

GARY GRAY

Screen Play by True Boardman
Based on the Novel "Shep of the Painted Hills" by Alexander Hull

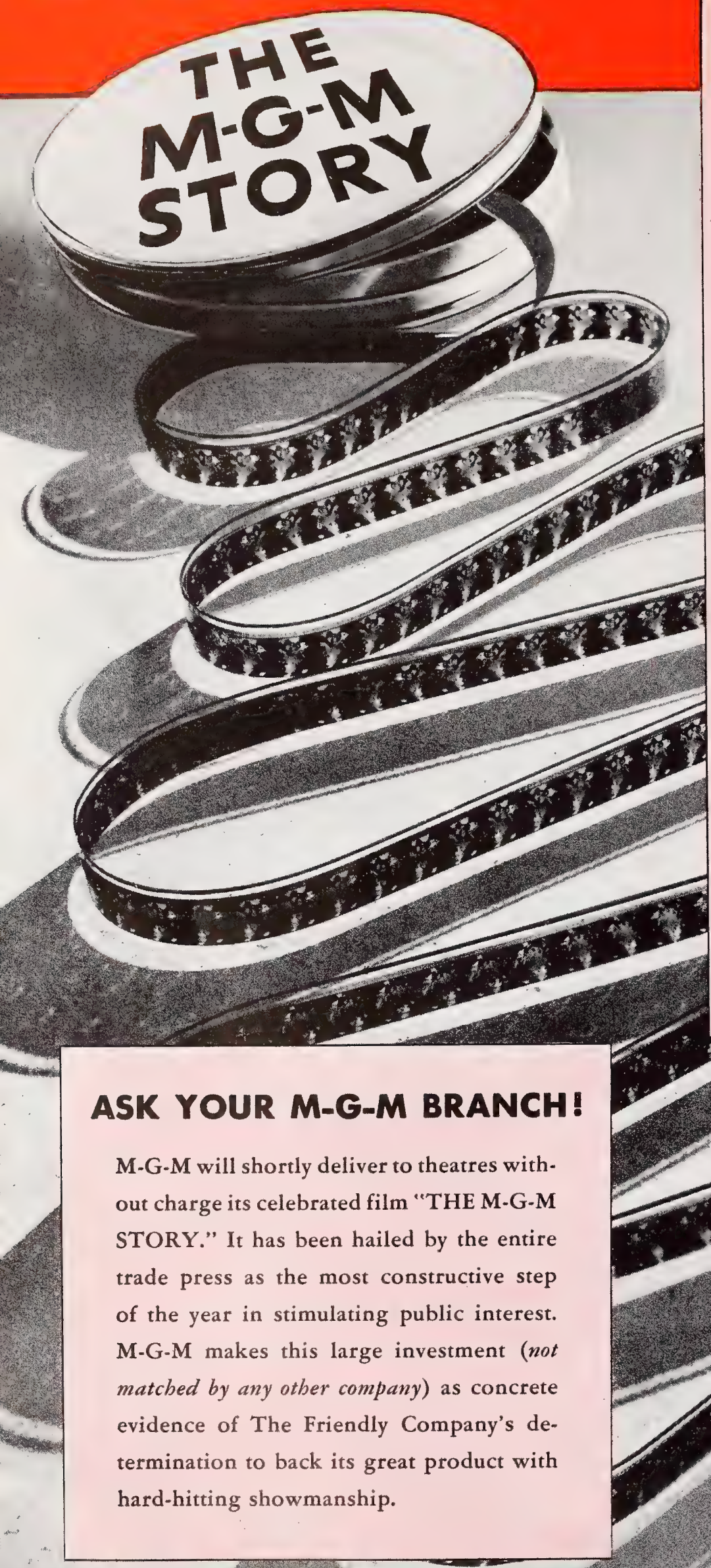
Directed by HAROLD F. KRESS

Produced by CHESTER M. FRANKLIN

How to change from this  to this  on next page

READY SOON!

The Talk of the Industry!



SAYS DAILY VARIETY:

"There's heartening stimulation and impact to the entire industry in M-G-M's trailer of its forthcoming product 'THE M-G-M STORY'. Shown at TOA Convention in Houston it changed men who had been most pessimistic into bouncing optimists by the end of the 60 minute film. It sells very strongly the message that the picture industry with product has the means to successfully hold its own in any market."

ASK YOUR M-G-M BRANCH!

M-G-M will shortly deliver to theatres without charge its celebrated film "THE M-G-M STORY." It has been hailed by the entire trade press as the most constructive step of the year in stimulating public interest. M-G-M makes this large investment (*not matched by any other company*) as concrete evidence of The Friendly Company's determination to back its great product with hard-hitting showmanship.



To quote Daily Variety:

"PESSIMISTS BECAME OPTIMISTS!"



WHEN THEY SAW "THE M-G-M STORY"!

In this 60 minute subject, your patrons will see the marvelous sequel to last year's famed "Some of the Best." They will see the M-G-M Studios and Stars in action with footage from 24 coming pictures, 12 of them in Technicolor. Here are the pictures:

ACROSS THE WIDE MISSOURI (*Technicolor*)
Clark Gable, Ricardo Montalban, John Hodiak, James Whitmore, Adolphe Menjou, J. Carrol Naish

★ ★ ★

ROYAL WEDDING (*Technicolor*)
Fred Astaire, Jane Powell, Peter Lawford, Sarah Churchill, Keenan Wynn, Albert Sharpe

★ ★ ★

IT'S A BIG COUNTRY
All-Star Cast

★ ★ ★

MR. IMPERIUM (*Technicolor*)
Lana Turner, Ezio Pinza, Marjorie Main, Barry Sullivan, Sir Cedric Hardwicke

★ ★ ★

THE MAGNIFICENT YANKEE
Louis Calhern, Ann Harding

★ ★ ★

PEOPLE IN LOVE
Ray Milland, Nancy Davis, John Hodiak, Jean Hagen, Lewis Stone

★ ★ ★

KIND LADY
Ethel Barrymore, Maurice Evans, Angela Lansbury, Keenan Wynn

★ ★ ★

CALLING BULLDOG DRUMMOND
Walter Pidgeon, Margaret Leighton, Robert Beatty

★ ★ ★

INSIDE STRAIGHT
David Brian, Arlene Dahl, Barry Sullivan, Mercedes McCambridge, Paula Raymond, Claude Jarman, Jr., Lon Chaney

FATHER'S LITTLE DIVIDEND
Spencer Tracy, Joan Bennett, Elizabeth Taylor

★ ★ ★

GO FOR BROKE!
Van Johnson and All-Star Cast

★ ★ ★

SOLDIERS THREE
Stewart Granger, Walter Pidgeon, David Niven, Robert Newton, Cyril Cusack, Greta Gynt, Frank Allenby

★ ★ ★

THE RED BADGE OF COURAGE
Cast of Thousands including
Audie Murphy, Bill Mauldin

★ ★ ★

THE PAINTED HILLS (*Technicolor*)
Lassie, Paul Kelly, Bruce Cowling, Gary Gray

★ ★ ★

VENGEANCE VALLEY (*Technicolor*)
Burt Lancaster, Robert Walker, Joanne Dru, Sally Forrest, John Ireland, Ray Collins

★ ★ ★

THREE GUYS NAMED MIKE
Jane Wyman, Van Johnson, Howard Keel, Barry Sullivan

★ ★ ★

PANDORA AND THE FLYING DUTCHMAN (*Technicolor*)
James Mason, Ava Gardner, Nigel Patrick, Sheila Sim, Harold Warrender, Mario Cabre

EXCUSE MY DUST (*Technicolor*)
Red Skelton, Sally Forrest, Macdonald Carey, William Demarest, Monica Lewis, Raymond Walburn

★ ★ ★

TERESA
Pier Angeli, John Ericson

★ ★ ★

AN AMERICAN IN PARIS (*Technicolor*)
Gene Kelly, Leslie Caron, Oscar Levant, Georges Guetary

★ ★ ★

RICH, YOUNG AND PRETTY (*Technicolor*)
Jane Powell, Danielle Darrieux, Wendell Corey, Fernando Lamas, Marcel Dalio, Jean Murat, and introducing Vic Damone

★ ★ ★

SHOW BOAT (*Technicolor*)
Kathryn Grayson, Ava Gardner, Howard Keel, Joe E. Brown, Marge & Gower Champion, Agnes Moorehead

★ ★ ★

THE GREAT CARUSO (*Technicolor*)
Mario Lanza, Ann Blyth, Dorothy Kirsten, Jarmila Novotna, Blanche Thebom, Teresa Celli, Richard Hageman, Carl Benton Reid

★ ★ ★

(Because "KING SOLOMON'S MINES" is so successful and although it's currently in release we couldn't resist showing scenes from it again in "The M-G-M Story.")



PLUS AN SURPRISE!

First Scenes in Technicolor of "QUO VADIS"

(Your public wants you, on the next page)

THE FOLKS ARE SAYING:
"BE HAPPY! GO LEO!"
LISTEN!



"Hello Leo, don't let anybody kid you that there's any form of entertainment to equal the stars, the glamor, the fun, the spectacle of the big motion picture theatre screen! We've seen the swell coming M-G-M shows in 'THE M-G-M STORY' and we'll watch for them. As usual we're all saying 'BE HAPPY! GO LEO!'"



PRINTED IN U.S.A.

WB Divorce

(*Continued from page* 1)

holders yesterday. A ruling from the the Treasury Department states that stock exchange will result in no taxable gain or deductible loss, Warner said. Stock in both companies may be held by anyone who is not a director, officer, agent or employee of either of the new companies.

The proxy statement lists the capital stock and surplus pro forma of the new theatre company as of Aug. 31, 1950, as $80,423,375 and of the new picture company as $49,730,285. Proforma consolidated earnings statements for both companies for the past 10 years are also listed. In the year ending Aug. 31, 1950, the net profit after taxes of the new theatre company is listed as $6,143,341 and of the new picture company as $4,128,316.

The net profit credited the new picture company in the pro forma statement compares with a net profit of $138,595 for 1949 and a loss of $246,569 in 1948. The pro forma statement for the new theatre company shows a 1949 net profit of $10,327,939 for 1949 and $12,083,822 for 1948, as compared with the $6,143,341 for 1950.

Has 436 Theatres

The new theatre company and its wholy-owned subsidiaries has 436 theatres, consisting of 236 theatres owned in fee, 191 lease theatres and nine theatres partly owned and partly leased. Of these, 20 are closed, seven are leased or sublet to a 50 per cent owned subsidiary and three are leased or sublet to others.

Under the consent decree, Warner or the new theatre company must divest itself of 54 theatres, half within one year and all within two years. Divestiture of 27 more theatres may be required, depending upon certain contingencies embodied in the decree.

The new picture company will continue production and its subsidiaries will continue distribution through its domestic and foreign exchanges. In addition to the production, distribution and processing facilities which will be retained by the new picture company, it will own a 37½ per cent interest in Associated British Picture Corp., a 400-theatre circuit in the British Isles; a theatre in London and three theatres in Latin America; and will own the Music Publisher Holding Corp., which owns M. Witmark & Sons, Harms, Inc., and Remick Music Corp., all music publishers, and Edward A. Stege Co., engaged in printing music.

To Elect Directors

In addition to voting on the reorganization plan, the Warner stockholders will elect five directors for two-year terms. Nominated by the directors for re-election are Samuel Carlisle, controller and assistant treasurer, Stanleigh P. Friedman, vice-president, Charles S. Guggenheimer, member of the law firm of Guggenheimer and Untermyer, Samuel Schneider, vice-president, and Morris Wolf, member of the law firm of Wolf, Block, Schorr and Solis-Cohen.

The proxy statement said that no selection of officers and directors of the two new companies has yet been made. Under terms of the decree the new boards and officers must be completely separate.

Warner, under the reorganization, will determine the initial boards and managements.

Warner to Cancel Treasury Shares

Warner will cancel 523,000 treasury-held shares of stock under its reorganization plan, leaving 6,772,000 shares outstanding.

No fractional shares will be given to stockholders under the exchange plan of one-half share in each new company in return for each share of outstanding Warner stock. Instead a cash payment equal to the market value on the day preceding reorganization will be made.

W. B. Plugs Rare Capitol Booking

With the opening on Thursday of Warners' "The Enforcer" at the Capitol here to mark the first time in many years that a Warner picture will have played the Loew's flagship house, Mort Blumenstock's WB advertising-exploitation department has set up an extensive city-wide campaign to herald the world premiere.

Highlighting the campaign is a "Big Blue Eyes" contest which will be given radio and television coverage. Radio programs and TV shows set to spur the contest include, Martha Deane, WOR; Herb Sheldon, WJZ; Ted Steele Show, WPIX; Steve Allen program, CBS-TV; Jack Lacey, WINS; Bobby Sherwood Show, CBS-TV; Date In Manhattan, WBNT-TV, and Luncheon At Sardi's, WOR and WOR-TV. Extensive advertising in the New York dailies also will promote the film.

Dawson Again Head Of Magazine Unit

Hal Dawson of Dell Publishing Co. has been elected president of the Association of Screen Magazine Publishers for the fourth time. Gifford Plume of Fawcett Publications was elected vice-president and Sid Kalish of Hillman Periodicals, Inc., secretary-treasurer.

New directors are Harold Clark, advertising director of Dell, J. Fred Henry, head of J. Fred Henry Publications; and Gifford Plume.

TV 'Effective' for Selling Para. Films

ALBANY, Jan. 22.—Paramount is using television to exploit its pictures, because the medium is effective, Edward J. Wall, director of advertising-publicity in the Albany and Buffalo districts, stated in an interview today over WRGB, Schenectady.

Wall said Barney Balaban, Paramount president, recently declared television is not the reason for the decline in film grosses, Canadian grosses, without television, being off just as much as in the United States.

20th-Fox Sets 'Lucky'

"Lucky Nick Cain," with George Raft and Coleen Gray, will be released by 20th-Century-Fox, it was announced by the company. The picture was formerly titled "I'll Get You For This," and was filmed overseas by Kaydor Productions.

NEWS in Brief . . .

HOLLYWOOD, Jan. 22.—Pat de Cicco, vice-president of United Artists Theatres of California is on an indefinite leave of absence to devote himself to his recently organized Bonbon Corp., supplying chocolate-covered ice cream for theatre sales. Arnold Childhouse will take over de Cicco's circuit duties.

•

Samuel Goldwyn has signed George Balanchine, head of the New York City Ballet, to conceive and direct the ballet sequences for the forthcoming Technicolor film based on the life of Hans Christian Andersen, starring Danny Kaye and Moira Shearer, it was announced here.

•

Manfred George, film editor of the German language newspaper *Aufbau* has been reelected president of the Foreign Langauge Press Film Critics' Circle. Louis Schaeffer, film editor of the *Jewish Daily Forward* was elected vice-president, and Sigmund Gottlober, director of the American Foreign Language Press, was reelected executive secretary.

•

Milwaukee, Jan. 22.—In conjunction with the "Halls of Montezuma" opening at the Fox-Wisconsin here yesterday, Fox-Wisconsin Amusement invited 26 wounded marines recently returned from Korea to a luncheon in their honor.

•

Novelist and playwright Irwin Shaw has been signed by Samuel Goldwyn to do the screen dramatization of "I Want You," a film story based on how America's mobilization affects the country's youth and their families.

•

Paramount's "Trio" scored a $3,585 gross in its first two days at the 850-seat Avenue Theatre in Montreal, the home office reported. It reported also that the 365-seat Vogue in San Francisco grossed $4,225 for five days, and termed both gross figures new records.

Interstate-UPT

(*Continued from page* 1)

operators of Interstate under long-term employment contracts with UPT. O'Donnell's statement today opens up the possibility that the deal could go the other way, with Hoblitzelle and himself buying up the UPT half interest in the circuit.

Approve Johnston

(*Continued from page* 1)

proval. There was an outside chance that Sen. Fulbright, acting committee chairman, might ask for unanimous consent to call the nomination up for confirmation on the Senate floor late tonight.

Roy Brewer Approves Choice of Johnston

HOLLYWOOD, Jan. 22.—The appointment of Eric Johnston to take charge of U. S. price-wage controls was called a "wise choice" by Roy M. Brewer, chairman of the AFL Film Council and international representative of IATSE in Hollywood. "I am confident Johnston will deal fairly and ably with the many difficut problems that will be heaped upon his shoulders," he said.

Admission Hike in Midwest Theatres

Madison, Wis., Jan. 22.—First run theatres have hiked their prices for adults four cents for matinees to 60 cents and five cents evenings to 76 cents.

Meanwhile in Kansas City, Fox Midwest's Fairway, Tower and Uptown have raised admissions from 45 cents matinees and 65 cents for holiday matinees to 50 cents and 75 cents. The circuit also has raised admissions of many out-of-town houses, usually by five cents.

Pa. Censors Urge Control Over TV

WASHINGTON, Jan. 22.—Pennsylvania's film censors told the Supreme Court today that it hardly makes sense to allow state censorship boards to censor films in theatres and yet prohibit them from censoring films shown by television in the home.

The Pennsylvania censorship board took this stand in a second brief filed in the High Court in support of its appeal from a Third Circuit Court decision that state censors cannot control films on TV because the Federal government had preempted regulation in this field. The High Court is expected to say whether or not it will hear the appeal on Feb. 26.

The brief emphasized that Pennsylvania is not attempting to prohibit television broadcasters from operating stations but only to make sure that immoral and obscene films are not shown on those stations.

Cinecolor Report

(*Continued from page* 1)

for Supercinecolor and Cinecolor has exceeded plant capacity and $200,000 will be spent during 1951 for further conversion and additional three-color facilities. Executive vice-president Karl Herzog, in the report, stated that "Development of Supercinecolor has improved and revitalized our entire operation. It has given us the means to compete in processing color films for the industry as well as unpredictable possibilities in the field of color television and commercial film requirements."

George H. Spires, Sr.

George H. Spires, Sr., father of George H. Spires, Jr., of the editorial staff of the *Motion Picture Herald* now on military leave in the Army, died at his home in Atlantic Highlands, N. J. on Saturday. A Requiem Mass was held yesterday morning at St. Agnes Church and burial was at Mt. Olivet Cemetery, Redbank, N. J. Survivors are his widow, Mrs. Nell Spires, and three sons, James, now in Japan; Major George H. Spires, Jr., now at Camp Pickett, Va. and Frank, also two sisters, Mrs. James Jaffey and Mrs. Frank Kelly.

Paul Leroux, 48

OTTAWA, Jan. 22.—Paul Leroux, 48, manager of the Pix Theatre in Aylmer, Quebec, died suddenly at his home here. His widow and daughter survive.

National Pre-Selling

A TRIPLE exploitation barrage utilizing endorsements by three members of the cast of 20th Century-Fox's "I'll Climb the Highest Mountain" is bringing the film to the favorable attention of millions of housewives. Seven million mailing pieces featuring an endorsement by Susan Hayward are being sent out by Lever Bros. in a Lux Soap tieup. A picture and short biography of William Lundigan are being carried on 20,000,000 Royal Dessert packages and in a tieup with Estate Stove Co., Barbara Bates is being featured in full-page ads in *Farm Journal, Household* magazine and in Sunday newspaper supplements in 70 cities.

•

Paramount's "September Affair," which will be the next attraction in the Radio City Music Hall, is LOOK *Magazine's "Movie of the Week" in the Jan.* 30 *issue.* LOOK *hails the picture with a three-page spread including a laudatory review which points up the love story. Included in the layout is a story on French actress, Francoise Rosay, who co-stars with Joan Fontaine and Joseph Cotten. Total readership is claimed at* 19,000,000.

•

"Born Yesterday" starring Judy Holliday, has been chosen by Florence Somers, *Redbook* feature editor, as "Picture of the Month" in the February issue. Miss Somers describes it as "one of the raciest comedies to come out of Hollywood and it's good fun." Four other films are named, "Cyrano de Bergerac," "The Magnificent Yankee," "Storm Warning" and "September Affair."

•

Although she declined to do so for many years, Mary Coyle Chase, author of the Broadway stage success "Harvey," has finally written the story of how she came to write the play about the imaginary pooka. "My Life With Harvey" will appear in *McCall's* for February on the newsstands this week, with several pages of pictures and text for the promotion of the film.

McCall's also will contain two beauty articles arranged by the Hollywood editorial office, which opened last summer. The articles reflect a broader coverage of motion pictures for the magazine's 4,000,000 readers. The Jane Greer story, by Dolly Reed, beauty editor, is a two-page spread in which the RKO player explains Hollywood make-up tricks. The Nancy Davis article shows the gentlest ways of taking off every smitch of make-up.

"The Private Life of a 14-Year-Old Girl" also in the February *McCall's*, contains the results of a poll taken of 454 'teen-age students at Sidney Lanier Junior High School in Houston. Things of interest to the film industry are types of films preferred and favorite male and female stars.

•

PARADE, *the Sunday picture magazine that appears in* 33 *metropolitan newspapers with a total readership of more than* 13,000,000, *carried a Louis Calhern story in its Jan.* 14 *issue and a Peggy Dowd feature on Jan.* 21. *A story of Lana Turner types will appear in the issue of Feb.* 4.

•

Charlton Heston, a Hal Wallace discovery, is profiled in *Seventeen*'s February issue. Written by the Edwin Miller, the piece is entitled "The Name Is New." Heston, star of "Dark City" will next be seen in "The Greatest Show On Earth."

•

Three new national tie-ups have been added to the mounting exploitation campaign for 20th Century-Fox's "Bird of Paradise." Arthur Murray and his dance studios will introduce a special Paradise ballroom dance, which will be supported with full-scale local publicity campaigns backed by theatres playing the film.

Two travel tie-ups have been set with the President Steamship Line and the British Overseas Airways Corp. The companies, which service the South Pacific, will feature large Easter window displays on "Bird of Paradise" in their offices in New York and throughout the country.

•

Posters reaching more than 2,000,000 daily throughout the U. S., plus extensive advertising linage in major city newspapers, will result from a three-way tieup between Burlington American Trailways, Mutual Broadcasting and Robert Stillman's new film, "Queen for a Day." The deal calls for posting in 2,550 bus stations and ticket offices and more than 5,000 displays ballyhooing the air program and the picture, with coincidental placing of newspaper advertising for the opening of the film in local theatres.

—WALTER BROOKS.

What the Critics Say

"Let me add my congratulations on the splendid *Air Mail Edition* of *Motion Picture Daily*. "Like all who work on deadlines and scrape for news, to us time is of greatest essence. Being close to 1,000 miles from the entertainment capital of the world is a handicap. But your 'winged' edition, as someone has already called it, keeps us abreast of the news almost as it happens.

"You, definitely are meeting a deadline as far as we and thousands of showmen in this area are concerned."—Paul Jones, Film, Radio, TV Critic, Atlanta (Ga.) *Journal* and Atlanta *Constitution*.

"Since the *Air Mail Edition* of *Motion Picture Daily* first began arriving at my desk, I've been reaching for it even before my own personal fan mail. Its newsy shorts are just what I need to salt my pages with hot-off-the-griddle Hollywood and Broadway items.

"I'm a pushover for airmail anyway, but the *Air Mail Edition* of *Motion Picture Daily* I love because it keeps me so well-informed about my business and my editors are impressed by my job-hepness (or does my braggadocio show?)—Peggy Doyle, Drama Editor, Boston, (Mass.) *American*.

Lesser Charters New Set Effects Company

HOLLYWOOD, Jan. 22.—Vistascope Corporation of America, organized to manufacture, license and service a new device adaptable to motion picture or television production, was incorporated at Sacramento at the weekend by Sol Lesser and Associates. Lesser is board chairman; Julian Lesser, president; and Barney Briskin, vice-president.

Invented by Achille Pierre Dufour, Paris, the device is represented as enabling producers to substitute photographed interiors and exteriors for sets and locations at substantial savings. A press demonstration has been set for Thursday here.

Skourases Named to Greek Church Body

HOLLYWOOD, Jan. 22.—The Most Reverend Athenagoras, presiding Bishop of the Greek Orthodox Church for 11 Western states, has named Charles and Spyros Skouras to a combined council of the Greek Orthodox Diocese, it was announced here today.

The council consists of clergy and laymen selected to assist the Most Reverend Archbishop Michael, head of the Greek Orthodox Church in North and South America, in the administration of temporal affairs.

VFW to Cite Yates On Coast Saturday

HOLLYWOOD, Jan. 22.—Military, state and officials will witness the awarding of a gold citizenship medal and certificate of medit by the Veterans of Foreign Wars to Herbert J. Yates, Republican president. Saturday at luncheon ceremonies at the Biltmore Hotel here.

"This award is the highest honor the 1,200,000 fighting men in VFW can bestow," said VFW Department Commander Donald L. Warner.

20th-Fox Lays Off 12 for Economy

Five publicists and seven secretaries and office workers employed in the 20th Century-Fox home office advertising-publicity department were let out by the company yesterday in an economy move. Of the five who were Screen Publicists Guild members, three were artists and two were magazine contacts. They will receive double severance pay.

A protest against the lay-offs was discussed at an SPG meeting last night, following SPG efforts to have the employes reinstated. At last night's meeting, the membership in the 20th Century-Fox unit of SPG authorized a strike, the resolution receiving the "overwhelming" endorsement of the unit, according to a union spokesman.

France-Reich Deal Reported

WASHINGTON, Jan. 22.—The State Department has asked its Frankfurt staff to investigate an alleged secret Franco-German film agreement under which the French were reported to have agreed to accept a quota on the number of films they can send to Germany each year.

The Department acted on a protest of the Motion Picture Association, it was learned. According to a reliable source, MPAA found out about the secret French agreement and protested on the ground that the French, by agreeing to take a quota, were undermining U. S. efforts to prevent any German film import quotas and had broken a Franco-British-American agreement to present a common front to the West German government on the quota question. Department officials, it was reported, agreed that if such an agreement existed it was a breach of the tripartite agreement and a serious blow to U. S. efforts to get unrestricted film imports into Germany, and accordingly have asked the German staff in Germany to investigate and report.

See Final 'Miracle' Action After Feb. 15

Despite the hearing set here on "The Miracle" Jan. 30, definite action on revoking the license could not take place until the next regular meeting of the Board of Regents Feb. 15-16, unless a special meeting is called in the meantime.

Meanwhile, Jacob L. Holtzmann, member of the three-man subcommittee that will hear arguments on Jan. 30 on grounds for revoking the film's license, denied that "The Miracle" had been called "sacrilegious" by the regents. He said the regents have not made "a determination that the board has the power to rescind the action of the Motion Picture Division in issuing a license" to the film. These matters will be considered and determined only after the Regents have had an opportunity to consider fully all affidavits and briefs which may be submitted" at the Jan. 30 hearing.

The Paris Theatre here Friday night, where the controversial film is playing, was emptied by the police in a hurry following a false bomb scare.

NPA Tightens Up Metals Supplies

WASHINGTON, Jan. 22.—Still further tightening in available supplies of key metals was in store for civilian users as a result of orders and predictions of the National Production Authority.

NPA officials told a meeting of officials from firms making air conditioning apparatus that the copper supply situation will continue tight and that aluminum shortages will not ease for some time until additional facilities now under construction are completed during the next 18 months.

NPA orders today increased the amount of steel that firms must set aside for defense orders and allocated all forms of tungstens to essential production. NPA orders restricting use of nickel and zinc to essential production are due shortly.

If you go for the BIG ONES*...



Date FRENCHIE *Now!*

FRENCHIE

COLOR BY *TECHNICOLOR*

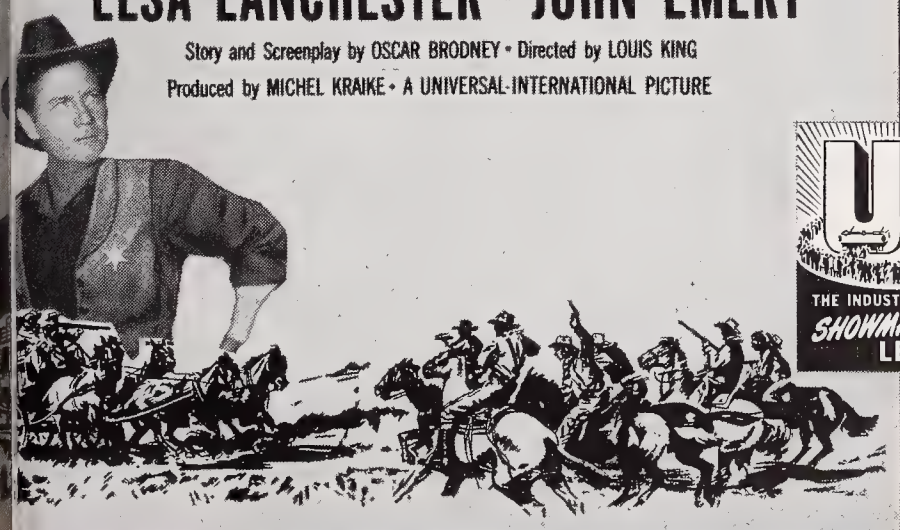
Starring **Joel McCREA · Shelley WINTERS**

with **PAUL KELLY**

ELSA LANCHESTER · JOHN EMERY

Story and Screenplay by OSCAR BRODNEY · Directed by LOUIS KING

Produced by MICHEL KRAIKE · A UNIVERSAL-INTERNATIONAL PICTURE



UI

THE INDUSTRY'S *SHOWMANSHIP* LEADER



VARIETY says:

* BIG in Chicago — 'Frenchie' Big

BIG in Cincinnati — 'Frenchie' Trim

BIG in Louisville — 'Frenchie' Paces L'ville

BIG in Providence — 'Frenchie' Hefty

BIG in San Francisco — 'Frenchie' Wow

BIG *Everywhere!*

Arbitration

(*Continued from page* 1)

the subject of arbitration was not even mentioned.

Since then, spearheaded by Theatre Owners of America and with considerable distributor support, efforts have been made to consolidate industry sentiment in support of establishment of a new system of arbitration or conciliation. One meeting was held here several months ago to explore early possibilities, following which William F. Rodgers, distribution vice-president of Loew's, was requested to sound out Allied officials on the proposals, since little further could be done without Allied's participation. It has been unofficially reported that Rodgers met with no encouragement from any Allied source on the latter organization's participation.

Some Allied officials take the position that anyone who wishes to do so can have an industry dispute submitted to arbitration now and that without a greater demand for a permanent, formal system of industry-wide arbitration on the part of its membership, it is content with things as they are.

It is surmised in some industry quarters that even should Allied agree to participate in such a system it would insist upon conditions and provisions which probably would be difficult of adoption or would hold its participation to a minimum.

Allied's Plan

(*Continued from page* 1)

letters were also transmitted to the Department of Justice at Washington.

Allied's position is that bidding between independents and non-affiliated circuits for product is not necessary under any of the industry court decrees and that distributors sometimes use it as a device to hike rentals. Allied is endeavoring to get defendant companies in the Paramount case to agree to and request the Federal statutory court here for a change in the phraseology of the decree covering competitive bidding which would relieve independent theatres of bidding against each other for product. Allied is not a party to the suit and hence cannot bring the proposal before the court itself.

Sales Heads Look To Kirsch on Meet

No steps have been taken toward calling an industry conference in Chicago to discuss the state of business in that area, as suggested by Jack Kirsch at the 20th anniversary banquet of Illinois Allied last month, nor are any likely to be taken unless Kirsch or other Chicago exhibitors present a more specific plan.

This was the attitude of distribution executives yesterday, several of whom were present at the dinner where Kirsch originally made the proposal. In general, the home office officials expressed a willingness to participate in, but not initiate, a "forum" which would deal with the major problems facing Chicago area exhibitors.

Kirsch followed up his invitation given at the dinner with a statement several days later that he felt it was up to the distributors to act next.

Review

"The Enforcer"

(United States Pictures—Warner Brothers)

HUMPHREY BOGART again fortunately is cast in one of those snarling, sinewy roles that allows his best talents full expression. The story is about a gang of outlaws who deal in murder and sell their services to anyone who pays the price. The narrative has been extremely well-forged and it is endowed with an engrossing quality all the way. There are some magnetic performances in the lesser roles that add memorable touches, all of which is a compliment to Bretaigne Windust's smooth-working direction. The film is strong, meaty entertainment and it should go over well commercially.

Bogart plays the assistant district attorney who is bent on uprooting the entire gang of murder peddlers. When at last he has the head of the gang behind bars with an open and shut case against him, a crucial witness is killed in a panicky leap through a window. Thus the case again seemingly has collapsed. In a last desperate effort to find some clue to work with, Bogart starts reviewing the long record of the case, and thus in flashback there comes the whole sordid story of the gang. Bogart picks up a fragment of vital information, pursues it relentlessly, with the gory trail leading to the uncovering of a wholesale number of murders. In time Bogart is able to track down and bring to court the one witness that paves the way for the underworld mastermind's conviction.

Zero Mostel admirably portrays his bit as the nervous, vain, small-time hooligan who finally cracks. In the role of the gang head, Everett Sloane, is, as usual, convincing and dynamic. Others who provide wonderful support are Ted De Corsia, as a hoodlum, and Roy Roberts, as a police captain. Although there are woman in the cast of this United States Pictures production, none plays an orthodox romantic role. Milton Sperling produced from the screenplay by Martin Rackin. A special prologue has been attached to the film in which a brief message on crime is given by Senator Estes Kefauver, chairman of the U. S. Commission to Investigate Organized Crime.

Running time, 87 minutes. General audience classification. Release date, Feb. 24.

MANDEL HERBSTMAN

UK Film Employes Council

(*Continued from page* 1)

British pictures are more profitable than American. He claimed also that the present structure of marketing in England was developed almost entirely for the service of American product.

Subsequent debate revealed varying degrees of anti-American and anti-J. Arthur Rank bias. The electricians union contended that the British film industry is the first victim of Marshall Plan aid. Attempts by America to interfere in the internal affairs of this country already are so commonplace that we no longer are shocked by them," a spokesman for that union said.

This allegation provoked indignant protests, particularly from actors, but nevertheless the anti-American theme continued throughout with several delegates demanding that American-made quota pictures have British producers, directors and stars.

George Elvin, FIEC general secretary, alleged that British exhibitors are confederates of Hollywood by buying American pictures cheaper than British in order to kill the latter.

Elvin called for state distribution with fixed maximum distribution charges for all pictures, including American, and also a steepened quota with if necessary, imprisonment of defaulters. He charged that the plan for improvement announced by James H. Lawrie, head of the British governments' National Film Finance Corp., was merely a subterfuge to subsidize not independents but film trusts, "like Rank."

Informed opinion holds that the situation represented by the meeting's expressions increasingly demands a more aggressive propaganda approach not merely by the Exhibitors' Association here but particularly by American interests.

File Ticket Tax Bill On Tenn. Drive-ins

NASHVILLE, Jan. 22.—A bill, supported by the Tennessee Municipal League, calling for a four-cent tax on each admission to drive-ins has been introduced in the Tennessee State Legislature. The proponents explained that the projected drive-in tax would match local taxes already being paid by theatres here within city limits.

Wisconsin Allied to Meet at Madison

MILWAUKEE, Jan. 22.—Allied Independent Theatre Owners of Wisconsin will hold a regional meeting on Feb. 6 at the Hotel Lorraine at Madison. A film clinic will be held for the discussion of buying and booking problems.

NPA Names Golden Film Unit Director

WASHINGTON, Jan. 22. — The National Production Authority has announced the appointment of Nathan D. Golden as director of NPA's Motion Picture and Photographic Products division.

Golden has been acting director.

Name Three to Cal. Drive Posts

SAN FRANCISCO, Jan. 22.—Ben Levin, of General Theatrical, has been named exhibitor chairman here for the March of Dimes, now under way.

Joseph Blumenfeld, Blumenfeld Theatres, is Northern California exhibitor chairman for Brotherhood Week. Neal East, Paramount exchange manager, is distributor chairman.

NY Grosses

(*Continued from page* 1)

stantial $125,000 for its first seven days. On the stage, Leonidoff interprets Gershwin's "Rhapsody in Blue."

Two other stage-film houses are changing bills after two-week stands. At the Paramount, "At War with the Army" comes in tomorrow following the second and final week of "Branded," which is expected to total $53,000. At the Capitol, "Grounds for Marriage," with a fair $43,000 for its second week, will be replaced on Thursday with "The Enforcer," first Warner picture to play the Loew's house in years. "Dallas" holds at the Strand, with a moderate $34,000 due for its second week.

"Halls of Montezuma" again failed to live up to a smash opening week of $110,000, with only $62,000 expected for a third week at the Roxy.

"Born Yesterday" continues to lead the parade among the straight film policy houses, with the Victoria expecting to take in a fine $36,000 for a fifth week with the film. Also doing good business are "The Mudlark" at the Rivoli, with $17,000 in sight for a fifth week, and "Harvey" at the Astor, where $20,000 is expected for a fifth week.

"Vendetta" will close today at the Globe after a nice run of a little more than four weeks, with $12,500 registered for the final stanza. "Mad Wednesday" opens there tomorrow. "The Sun Sets at Dawn" is concluding its second and final week at the Mayfair with a mild $10,000; a pair of M-G-M reissues, "The Big Store" and "The Last Gangster," will take over on Saturday. "Operation Disaster" is doing satisfactory business at the Criterion, with $10,000 due for a second week.

"Cyrano de Bergerac" is still doing good business at the Bijou on a two-day, reserved seat policy, with about $11,000 expected for an 11th week. Off the main stem, Trans Lux 52nd St., is happy with $13,000 coming in for the sixth week of "Seven Days to Noon" and "Trio" is settling into a profitable rut at the Sutton with $8,500 estimated for a 16th week. "The Blue Lamp" at the Park Avenue has chalked up an excellent $8,000 for its second week.

Midwest Cities

(*Continued from page* 1)

pictures vying for top honors in bringing rejuvenation to the district there are: "Kim," Lyric; "Halls of Montezuma," Gopher; "Born Yesterday," RKO Orpheum; "The Next Voice You Hear," World.

Harry B. French, Sr., president of Minnesota Amusement, noted "a very definite upsurge in business at theatres since Christmas, particularly in the cities, but outstate as well." He said he had "every reason to believe" the four big openings in one week in Minneapolis "will result in a healthy outcome."

Business at the Milwaukee box-offices has been "very good" the past two weeks. One branch manager there ventured that grosses during the past week are the same as last year's.

'The Man' Opens Feb. 8

"The Man Who Cheated Himself," 20th Century-Fox release of a Jack M. Warner production, will have its first New York showing at the Palace Theatre here Feb. 8.

fame and fortune . . .

In each field there is one product
that is recognized as the most distinguished
in its sphere—the accepted peer among
all others of its kind.

The single word that expresses the utmost
in fine jewelry is *TIFFANY*.
In automobiles it is *CADILLAC*.
Among publications for industry and
business it is *FORTUNE*.

And among annual trade publications for
the fields of motion pictures,
radio and television it is *FAME*.

There is an indefinable, but nevertheless
definite, *extra* measure of benefit—
a greater prestige value derived by the many
who make appropriate use of the pages
of *FAME*. It represents a rewarding
opportunity—an investment that pays
well and soundly!

(*A short time now remains for advertisers
to secure space in the forthcoming issue*).

JUST FOR THE RECORD!



There's No Business Like 20th CENTURY-FOX Business!

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 69. NO. 17 NEW YORK, U. S. A., WEDNESDAY, JANUARY 24, 1951 TEN CENTS

Jack Benny Tops Radio Poll Again

Leads Field in Fifteenth Annual Critics' Voting

Jack Benny was voted radio's Champion of Champions, top honor in MOTION PICTURE DAILY'S 15th annual radio poll for *Fame,* by American newspaper and magazine radio critics and columnists participating in the 1950 balloting.



Jack Benny

It was the third consecutive year that Benny has topped the poll. In addition, he was voted radio's Best Comedian of 1950, which also made the third consecutive year he has captured that title in the poll.

Other top favorites were the hardy perennial, Bing Crosby, who captured two first places, Best Master of Ceremonies and Best Popular Male Vocalist, was second in the Film Personality Most Effective in Radio classification, and third in the Champion of Champions ratings, and Groucho Marx with his You Bet Your Life show. The latter was voted two firsts, Best Quiz Show and Best Audience Participation Program, was second in the Champion of Champions and Best Comedian divisions, and finished third in the Best Master of Ceremonies voting.

NBC Show Clicks

NBC's 90-minute Sunday evening program, The Big Show, which premiered in the late fall, made itself a quick favorite with the critics, finishing tied for third in the Champion of Champions division. In addition, its

(*Continued on page* 6)

Complete Radio Poll Results on Page 7

Complete results of the radio editors and columnists voting in *Motion Picture Daily's* 15th annual Radio Poll for *Fame* are published on Page 7 of this issue.

Additional photographs of first place winners appear on Page 6.

U. S. Newsreels Give Korea Wide Coverage, MPA Reports

American newsreels devoted 311 sequences to the Korean war from the start of the Red invasion last June to the end of the year, an analysis of some 520 newsreel issues studied by the Motion Picture Association of America research department discloses.

This total far surpasses the 12-month coverage given by the newsreels to any other country with the exception of the U. S. Second to Korea as a topical source was Great Britain, with 287 sequences; France, 213; Canada, 159, with Germany, Japan and Italy trailing closely in that order.

Indicative of the growing impact of international events on the lives of Americans is the fact that 49 per cent of the newsreel topics presented on U. S. screens in 1950 related to various phases of the foreign scene. This represents a six per cent gain, or an an increase of 166 clips in this category over 1949 totals.

Domestically, newsreel film was ex-

(*Continued on page* 10)

Senate Ok's Johnston As ESA Director

Washington, Jan. 23.—The United States Senate today approved President Truman's appointment of Eric Johnston as director of the Economic Stabilization Agency. The appointment will become official tomorrow when Johnston will be sworn-in by Chief Justice Vinson.

20th-Fox in Deal For Artists Series

Twentieth Century-Fox and Art Film Productions have signed a world distribution arrangement covering films about the world's foremost painters which the latter company will produce, it was announced here yesterday by Spyros P. Skouras, president of 20th Century-Fox World-Wide.

The deal is in line with a recently inaugurated 20th-Fox policy of bringing to the screen cultural and artistic films about top artists in the field of music and on religious themes.

Art Film Productions will send a production unit early in the spring to Europe to photograph scenes in the locales where various top painters worked. Dr. Alfred M. Frankfurter, editor of *Art New* and president of

(*Continued on page* 10)

Ad-Film Companies Ask for Relief

WASHINGTON, Jan. 23.—The advertising film companies ordered by the Federal Trade Commission to end all exclusive ad-film screening contracts with exhibitors running for a year or more have asked the Commission to modify its order to permit them to

(*Continued on page* 10)

Editors Remind Radio It Has Plenty of Listeners

Radio appears to be overlooking the fact that there are still a lot of radio listeners around—maybe four times as many as are looking at television, the ever-faithful, die-hard radio editors and columnists who participated in MOTION PICTURE DAILY'S 15th annual radio poll for *Fame,* complain in footnotes to their ballots for the 1950 poll.

Their appended comments retain many of their ancient criticisms and previously voiced praise of radio as it is and has been, but the editors and columnists are almost uniformly agreed that radio has a future—a bright one, even—if it will only rouse itself and lay claim to it.

Many of them point to the undisputable fact that the nation's approximately 9,000,000 television sets are making a much louder noise today than the nation's approximately 35,000,000 radio sets. But that ain't as it should be, the editors say.

Television, they point out, has nothing of its own yet. It is still borrowing from radio, the stage, vaudeville, motion pictures, the concert hall, the ball park, the boxing ring and the wrestling arena. It has contributed nothing of its own, while taking from all the other older entertainment forms.

Against such a copy-cat competitor, the critics point out, there is much that radio could be doing to assure it of not only holding its own place but of making it a stronger one than ever. But radio appears to be content to let matters take their own course, to await the inevitable, to disdain even the prolonged breathing spell being

(*Continued on page* 6)

To Allot TOA COMPO Seats By Regions

Would Group 28 Units Into Seven Sections

The seven seats which will be open to the Theatre Owners of America on the 31-member executive committee which will be the key corporate unit of the Council of Motion Picture Organizations very likely will be allocated on a sectional basis, Gael Sullivan, TOA executive director, has indicated.

Under a sectional arrangement, he said, one seat would go to TOA units as a group in the Midwest, one to units in the East, one to units in the Southwest, etc. TOA has 28 individual units, and therefore there would be an average of one COMPO executive committee seat for four regional organizations.

Allied States Association has 22 individual units, and it is possible that its seven seats on the committee will be distributed under a similar plan.

Sullivan said he believed there would be nothing in the amendment

(*Continued on page* 10)

ELC Studies Cuts Asked for 'Twist'

Eagle Lion Classics home office executives yesterday looked at cuts which Joseph I. Breen, Production Code administrator, has suggested be made in "Oliver Twist" in order that it might qualify for a code seal.

After the screening here a company official said the suggested deletions did not appear to be too damaging. He added, however, that ELC officials have not been advised whether the cuts already suggested by Breen are all

(*Continued on page* 10)

'Mudlark' to Loop's New 'Art' Theatre

Chicago, Jan. 23.—Initiating a policy of booking "The Mudlark" into some art houses for its initial showing, 20th Century-Fox has announced the film would have its first Chicago showing at the Loop's new art house, the Ziegfeld, Feb. 22.

B & K Theatre Shows CBS Color System

Chicago, Jan. 23.—Balaban and Katz has installed a 12-inch industrial color television receiver in the Chicago Theatre and is taking part in the CBS color demonstrations currently underway here.

B. & K. began the showings Saturday and will continue them until tomorrow, when color demonstrations will end here.

The demonstrations have been drawing small audiences thus far at the theatre but B. & K. considers this "a venture of goodwill toward the television industry and a public service."

Appoint Three to 'Time' TV Staff

The appointment of Richard Krolik, formerly assistant to Horace Schwerin, president of Schwerin Research; Lillian Rixey, of the *Time* and *Life* staffs, and Jane Bartels, formerly of the *Life* picture bureau, to the new March of Time television department was announced here yesterday by Richard de Rochemont, March of Time producer, and Arthur B. Tourtellot, March of Time's director of television.

Krolik has been appointed project supervisor, under Tourtellot, for "March of Time Through the Years," a weekly series of half-hour films which combine March of Time issues with panel discussions by visiting guest authorities. The new TV series will start on Feb. 15 over ABC.

Set Phonevision Fare For Next Week

CHICAGO, Jan. 23.—New Phonevision test fare for the next week includes one film from M-G-M, one from Paramount, two from Warner, and three from RKO.

Films, producers, and the year produced follow: "B. F.'s Daughter," M-G-M, 1948; "Variety Girl," Paramount, 1947; "The Big Punch," Warner, 1948; "Escape Me Never," Warner, 1947; "Tall in the Saddle," RKO, 1944; "Sinbad the Sailor," RKO, 1947; and "Song of the South," RKO, 1946.

To Film Air Raid Shorts for N. Y.

Dynamic Films, New York producers of TV films and public relations motion pictures, is working with the New York City Office of Civil Defense and will make five one-minute films dramatizing "what to do" before and during an air raid.

Open Drive for Toys

BOSTON, Jan. 23.—A drive to collect toys for the children of Western Europe has been started here by the Lt. Vernon A. Macaulay Post of the American Legion, the Boston film industry Legion post.

Personal Mention

JULES LAPIDUS, Warner's Eastern and Canadian division sales manager, and MIKE DOLID, left here for Pittsburgh yesterday.

•

MAURICE SILVERSTEIN, regional director of Latin America for Loew's International Corp., has left here on a trip to M-G-M's offices and theatres in Central and South America and the Caribbean Islands.

•

CLAUDE C. MUNDO, member of the Theatre Owners of America board of directors, is hospitalized in Little Rock, Ark., following a recent heart attack.

•

CHARLES EINFELD, advertising-publicity vice-president of 20th Century-Fox, is confined to his home with the flu.

•

BUDD ROGERS, Realart vice-president in charge of sales, is en route to Hollywood from here to confer with JACK BRODER, Realart president.

•

FRED SCHANBERGER, JR., public relations chief for Keith's Theatre, Baltimore, is a patient at Bon Secours Hospital there.

•

ROBERT M. LURY, president of Select International Films, also in charge of ELC distribution in Japan, has arrived here from Tokyo.

•

AL BRODER of Realart, has returned here from Detroit and Cleveland.

MAX THORPE, Columbia's managing director in Britain, and LACY KASTNER, European supervisor for the company, are due here from London on Monday by plane for home office conferences.

•

LEONARD B. FREUND, now division manager and manager with Century Theatres for 25 years, resigned this week to accept an executive position with MONTY MAC LEVY, former film executive, now director of the Mac Levy Slenderizing Salons and Dance Studios.

•

AILEEN BRENON, former publicist for DAVID O. SELZNICK and Paramount here, has joined HELEN MORGAN, who recently completed a special assignment with Columbia Pictures, in a new public relations concern. ANITA COLBY is consultant to the new firm.

•

BILL SCHULMAN, Realart advertising-publicity executive, has returned here from Rochester and Syracuse.

•

SIR ALEXANDER KORDA is ill in London with glandular fever.

•

LOUIS SNADER, television film producer, is in New York from the Coast.

•

JAMES SCHLATTER is the new manager of the Town Theatre, Omaha.

•

CHARLES D. PRUTZMAN has returned to New York from the Coast.

Columbia Has Six For February

Headed by "Born Yesterday," six features have been readied for February release by Columbia.

Following pre-release runs in New York and Los Angeles, "Born Yesterday," will move into national release next month. Others include: "The Harlem Globetrotters," featuring the basketball team of the same name; "Operation X," starring Edward G. Robinson, Peggy Cummins and Richard Greene; "Counterspy Meets Scotland Yard," the story of how Scotland Yard and American secret agents crack a spy ring engaged in stealing information from a guided-missile production center; "Revenue Agent," and "Ridin' the Outlaw Trail," a Western starring Charles Starrett and Smiley Burnette.

Levy Registers with Conn. Legislature

HARTFORD, Jan. 23 — Herman M. Levy, Theatre Owners of America general counsel and executive secretary for the MPTO of Connecticut, has registered with the state legislature as the legislative representative of the latter group and also of the Connecticut Association of Public Accountants. Under Connecticut law, persons intending to support or oppose legislation must register with the Secretary of State's office.

Coast Production Up Three, to 34

HOLLYWOOD, Jan. 23.—The production tally has increased three points to a total of 34 pictures in work. Nine new productions were started, while six were completed.

Started were: "The Secret," Columbia; "The Bradley Mason Story," Metro-Goldwyn-Mayer; "Ghost Chasers," Monogram; "Crosswinds," Paramount; "On the Loose" (Filmakers), and "Rustlers' Range," RKO Pictures; "Golden Goose" (Thor Production), and "Meet Me After the Show," 20th Century-Fox; "The Real McCoy," Universal-International.

Completed were: "Cyclone Fury" and "Sunny Side of the Street," Columbia; "Danger Zone," Lippert; "No Questions Asked," Metro-Goldwyn-Mayer; "That's My Boy" (Hal Wallis Production), Paramount; "Fighting U. S. Coast Guard," Republic production.

Starr to 'M.C.' WB Bow

Martin Starr, Broadway and Hollywood correspondent for station WINS, will be master-of-ceremonies for the world premiere tomorrow night at the Capitol Theatre here of Warner's "The Enforcer," starring Humphrey Bogart. A portion of the ceremonies will be rebroadcast over Martin Starr's own program, "Movie Starr Dust," on Friday evening, it was announced.

Newsreel Parade

REPORT from Korea, President Truman's speech, and Eric Johnston's appointment to the Economic Stabilization Agency are current newsreel highlights. Other items include the film industry Communion Breakfast here and sports. Complete contents follow:

MOVIETONE NEWS, No. 8—UN forces hold line in Korea. Gen. Eisenhower in Europe. Eric Johnston heads war economy agency. Greek Cross ceremony. U. S. steps up jet-power production. First film Communion Breakfast here. Sports.

NEWS OF THE DAY, No. 242—Truman gives views on dictators. Korea sidelights. Speed up jet-fighter production. Liner *S.S. Independence* debut. Gen. Eisenhower in London. Communion Breakfast for film industry members here. Sports.

PARAMOUNT NEWS, No. 45 — Sea beauty in debut. News in aviation: B-36s, F-94 jets. People you're reading about: Gen. Collins, Gen. Vandenberg, Eric Johnston, Gen. Eisenhower. News from the sports world.

TELENEWS DIGEST, No. 4-A — (Telenews exclusive) Paris: report on slavery in Russia.

UNIVERSAL NEWS, No. 424—Korea report. President Truman attacks Stalin. B-36 bombers' flight. New contracts boost F-94 jet interceptor production. News from the world of sports.

WARNER PATHE NEWS, No. 47—Gen Eisenhower in Europe. Korea report. President Truman's talk. Mine owners sign pact with John L. Lewis. Hail superliner *S.S. Independence*. Eric Johnston named head of U. S. economy board. Sports.

Saville Sets Three for Independent Filming

LONDON, Jan. 23. — Victor Saville has set plans for the early launching of independent production. His first three scheduled are: "I'm Going to Maxime's," "The Director," and "Order of Release."

The producer-director has signed Dolores Maccarter, French-English player on BBC television, for three years with annual options. She will continue her TV work until Saville is ready with the ingenue starring role in "I'm Going to Maxime's," to be filmed in Paris.

Burkett Plans Three 'Chan' Films Abroad

BOSTON, Jan. 23.—Producer James S. Burkett today announced that he will make three Charlie Chan pictures in London this summer, starring Roland Winters, Mantan Moreland and Keye Luke, to be released through Eagle Lion Classics.

Burkett, who is associated with Jack Schwarz Productions, is here from New York and Hollywood in conjunction with the Boston premiere of his latest film "Korea Patrol," which will open March 1 at the RKO Boston Theatre.

Censor Approves 'Sound'

Memphis censor Lloyd Binford has approved without any cuts Robert Stillman's United Artists' film, "The Sound of Fury," a story with an anti-lynching theme.

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16 Speaking Dates Set for MGM's Wolf

With his final January speaking engagement scheduled for today before the Kiwanis Club at Holyoke, Mass., Maurice N. Wolf, assistant to H. M. Richey at M-G-M, has lined up 16 additional dates where he will speak on behalf of the industry during February and March.

Six engagements lined up for next month, will be in Florida, the first slated for Feb. 6 at the Lion's Club, Tampa, followed by a talk before the same organization on Feb. 9 at St. Petersburg. On Feb. 13, he is slated to appear before the Kiwanis at Bradenton, and three days later before the same organization at Sarasota. On Feb. 21, he is scheduled for the Rotary Club at Clearwater, and the following day at the Lion's Club, Lakeland.

For March there are 10 dates, also all in Florida, starting with the Lion's Club at Miami, on March 1, followed by the Kiwanis, Ft. Lauderdale, March 6; Lion's, West Palm Beach, March 9; Kiwanis, Orlando, March 12; Kiwanis, Sanford, March 14; Lion's, Daytona, March 20; Rotary, Deland, same date; Lion's, Jacksonville, March 28; Kiwanis, Palatka, March 29, and the same day, same city, at the Lion's.

Stanley W. Hatch Of Warner Brothers

Stanley W. Hatch, Head of Warner Brothers' home office contract department, died at his Bronxville home Monday from a heart attack. Hatch, survived by the widow, Frieda, and two sisters living in Bellefontaine, Ohio, was in the film business for 30 years. He started with First National in 1920, later joining Grand National. In 1938 he went to Warner. Services and interment will be at Bellefontaine.

Abraham Gore, 67, Pioneer Exhibitor

LOS ANGELES, Jan. 23.—Funeral services will be held here tomorrow at noon at the Home of Peace Chapel for Abraham L. Gore, 67, pioneer exhibitor and co-founder of the circuit which became part of Fox West Coast Theatres, who died at his home here yesterday after a long illness. The widow, a son, a daughter, a sister and three brothers survive.

Services Today for W. G. Boling, 47

CHARLOTTE, Jan. 23. — Funeral services for W. G. Boling, 47, manager of National Theatre Supply's branch here, who died early this morning, will be held tomorrow.

He had been ill for a long time at a local hospital. Interment will be in Sharon Memorial Park Cemetery.

RKO's Friedlander Dies in Chile

Enrique Friedlander, 44, manager of the RKO office in Chile, died over the weekend of a cerebral hemorrhage, according to word received here by Phil Reisman, RKO vice-president in charge of oreign distribution.

Friedlander, a native of Argentina, entered the film business at the age of 20.

Review

"Call Me Mister"

(20th Century-Fox)

BETTY GRABLE's adherents will be pleased and entertained by the latest in her lengthening series of Technicolor musicals. This time, her studio has forsaken originals and remakes and has turned to a Broadway hit revue for its foundation. It is "Call Me Mister" which the film resembles in outline and not much else. A story line has been added. Serviceable, too.

The locale is away from routine. Japan, after the surrender in '45, is where the goings-on transpire. Many of the "GI's" are being shipped home; wherefore, the "Call Me Mister" title. But others remain as part of the Army of Occupation and in need of entertainment. Enter Miss Grable and her side-kick, Benay Venuta, whose job it is to scour the ranks of enlisted men and enroll talent for camp-made musicals. Although separated from him, Betty continues to remain in love with Dan Dailey, irresponsible soldier but never harum-scarum enough to disremember the Grable charms. Thus, the romantic tilt, for what it is worth dramatically, and the emotional ups-and-downs before they get together after 95 minutes of running time. Dale Robertson stacks up as a romantic menace, in a nice way, but he never gets far because Betty won't let him. Danny Thomas, the comic, is the Pfc assigned to the laugh content.

The camp musical idea provides opportunity, logically enough, for song-and-dance numbers, climaxed by the premiere of the show itself. In turn, this provides Miss Grable, solo and in combination with Dailey, an opportunity to perform which she does with her usual aplomb. Thomas has two routines. The first, among the pots and pans of the mess kitchen, is quite amusing. The other, a monologue on the night of the show, is decidedly secondary.

"Call Me Mister" maintains a nice pace and an easy flow for approximately its first half. About midway or thereafter, the gait slows down, the film inclines to sag and never manages to return to its original stance. However, it is light enough, romantic and amusing enough to assure wide satisfaction among the devotees of the musical film. Production-wise, the attraction is superior. Three of Harold J. Rome's songs from the original stage revue are incorporated. Mack Gordon and Sammy Fain are authors of three others, and Frances Ash of another. Jerry Seelen and Earl K. Brent wrote "Lament to the Pots and Pans," the best of Thomas' two numbers.

Albert E. Lewin and Burt Styler were responsible for the screenplay, Lloyd Bacon for commercially-sound direction and Busby Berkeley for the dances. Fred Kohlmar produced.

Running time, 95 minutes. General audience classification. For February release.

RED KANN

Legion Reviews 12; One in Class "C"

Twelve more features have been reviewed by the National Legion of Decency, which put two in Class "B" and one in Class "C." Those in Class "B" are "The Flesh Is Weak," (Italian), Distinguished Flms Inc., and "Force of Destiny," (Italian), Screen Arts Sales Co. Placed in Class "C" was "The Blue Angel," (German-reissue), Erich Pommer Productions.

"Counterspy Meets Scotland Yard," Columbia, was put in Class "A," section I. Those in Class "A," section II, include "Steel Helmet" and "Three Desperate Men," both Lippert productions; "Buried Alive," (Italian), Casolare Distributing Co.; "The Groom Wore Spurs," Universal-International; "I'd Climb the Highest Mountain," 20th Century-Fox; "The Redhead and the Cowboy," Paramount; "Short Grass," Allied Artists, and "Tainted," Distinguished Films, Inc.

'Sicilian' Rights to Alex Gottlieb

HOLLYWOOD, Jan. 23.—Alex Gottlieb has acquired rights to John Kafka's novel, "Sicilian Street" and plans it for independent production. He is seeking Cornel Wilde and Linda Darnell for the top starring roles. Kafka is now writing the screenplay.

Princess Opens March 1

NASHVILLE, Jan. 23. — Crescent Amusement's Princess Theatre will open here March 1, R. E. Baulch, president and Kermit Stengel, executive vice-president, have announced.

Theatre Quiz Prize Is Holiday Cruise

BOSTON, Jan. 23.—Holiday cruises to Bermuda or the West Indies are the prizes offered by the Community Playhouse, Wellesley, Mass., in a box-office promotion in the form of a film quiz. Contestants are required to answer eight out of 10 questions correctly ,with one question presented each week, and to write a letter in order to win one of the two prizes.

Cooperating with the theatre in the contest is the Wellesley Travel Service.

'Treasure Island', 'Beaver' Win Awards

Two RKO Radio releases from the Walt Disney Studio have been chosen as the best motion pictures of 1950 in two categories by the Special Awards Committee of the previewing group of the General Federation of Women's Clubs.

"Treasure Island" received first place in the "Children's Classic" group. "Beaver Valley" was picked as best in the "Special Animal Life" classification.

First Supercinecolor Film Due in March

Twentieth Century - Fox's "The Sword of Monte Cristo" will be the first film produced in the new three-process Supercinecolor, the company stated here yesterday.

Produced by Edward L. Alperson, the film, which stars George Montgomery and Paula Corday, will be released in March.

Chicago Newspaper Runs B. O. Slogans

Chicago, Jan. 23.—The Chicago *Herald-American*, is printing a new series of slogans on its amusement pages encouraging Chicagoans to go to the films. The newspaper has been running "Movies Are Better Than Ever" blurbs throughout the amusement page. This was succeeded this week by four new slogans: "Leave your worries at home. Go to a movie;" "To make life bright, go to a movie tonight;" "For a refreshing delight, see a movie tonight; and "A movie a week for a family treat."

William Carroll, *Herald-American* amusement advertising editor, said eventually, the paper hopes to change the slogans every week.

N.Y. Bookers Install Margolis and Mayer

The New York Film Bookers Club has installed the following officers for 1951:

President, Harry Margolis, M-G-M, president; Fred Mayer, Universal, first vice-president; Ben Drexler, Brandt Theatres, second vice-president; recording secretary, Kitty Flynn, Paramount; financial secretary, Sharley Sussman, Rudoff and Becker; treasurer, Myran Starr, Eagle Lion Classics.

The installation took place at the Variety Club's New York headquarters at the Hotel Astor, at ceremonies which were "M.C.'d" by Bernie Brooks of Fabian Theatres.

Five Loew Managers Shifted in N. Y.

Eugene Picker, in charge of Loew's New York theatre operations, has made the following managerial changes:

Mrs. Bessie Dove, formerly manager of Loew's 42nd St., now closed, becomes manager of Loew's Woodside, replacing Martin Gallagher, Jr. who moves to the Plaza. Lawrence Stark of the Plaza, was transferred to the Victory, succeeding Daniel Jacobson, who moves to the Spooner. Ben Newman of the Spooner, goes to the Canal, succeeding Louis Kramer, who will manage the Palace, Brooklyn, replacing Arthur Dattel, who is no longer in Loew's employ.

UA's Rubine to 'Frisco

HOLLYWOOD, Jan. 23.—With the United Artists Theatre in San Francisco set for the Feb. 8 first general release showing of Robert Stillman's "The Sound of Fury," Irving Rubine, vice-president of the Stillman organization, has planed to San Francisco from here for conferences with Graham Kislingbury, district manager for North Coast Theatres.

Golden Jubilee Dinner

HARTFORD, Jan. 23. — Local 84, IATSE, of Hartford will hold its 50th anniversary dinner at Hotel Bond here May 9, with some 400 persons, including "IA" president Richard F. Walsh, in attendance. Charles Obert is president and Rube Lewis, business agent.


Emotion swept them
She snares the man her best friend loves
...with kiss...with cunning...with claw!



like a tidal wave!

LIZABETH SCOTT
JANE GREER · DENNIS O'KEEFE

in

The Company She Keeps



Produced by JOHN HOUSEMAN

Directed by JOHN CROMWELL

Story and Screenplay by KETTI FRINGS

RKO RADIO PICTURES

NATIONALLY ADVERTISED
with full page ads to the multi-million readers of the four big weeklies... LIFE, LOOK, SATURDAY EVENING POST and COLLIER'S.



Radio Poll

(*Continued from page* 1)

mistress of ceremonies, Tallulah Bankhead, captured third place in the Best Comedienne division.

Jack Webb of NBC's Dragnet was voted Most Promising Star of Tomorrow by a big margin. NBC completed a clean sweep of the new talent category by placing Willard Waterman of the Gildersleeve program and Mindy Carson, young vocalist, in second and third place, respectively. Miss Carson also was voted third in the Best Popular Female Vocalist class, giving such solidly established stars as Dinah Shore and Jo Stafford an interesting contest.

In addition to Webb's victory in the new talent category, Dragnet was voted Best Mystery Show on the air by the critics.

Gordon MacRae, who was voted Most Promising Star by the critics in the 1949 poll, moved up last year to challenge Crosby for first place in the Best Popular Male Vocalist division, where MacRae finished a close second, well ahead of Perry Como in third place.

Colman Tops Crosby

Ronald Colman forged ahead of Crosby in the voting for Film Personality Most Effective in Radio, Crosby taking second and Robert Young third. Bob Hope, a top category winner in many an earlier poll, managed only a third place in the Best Comedian division in the 1950 balloting, overshadowed by both Benny and Marx.

Eve Arden repeated in the Best Comedienne class, closely followed by Lucille Ball and Tallulah Bankhead. In the Best Comedy Team division, Fibber McGee & Molly retained their strangle hold on first place, which has been theirs in a majority of the polls of recent years.

Arthur Godfrey apparently is right where he was a year ago in critical favor. His show was again voted Best Daytime Program and he once more took second place in the Best Master of Ceremonies class.

Ezio Pinza Wins

The voting critics gave Ezio Pinza first place in the Best Classical Male Vocalists division, and Jussi Bjoerling second. James Melton, last year's winner, dropped to third. Dorothy Kirsten was a repeater in the Best Classical Female Vocalist balloting, with Marian Anderson second and Bidu Sayao and Rise Stevens tied for third.

Don Wilson again was voted Best Studio Announcer; Edward R. Murrow finished first once more as Best News Commentator or Analyst, and Bill Stern added another year as Best Sportscaster. However, Ralph Flanagan's orchestra wrested the title of Best Dance Band from the always popular Guy Lombardo, who finished a close second. Vaughn Monroe was third.

Theatre Guild on the Air was the critics' choice over Lux Radio Theatre by a narrow margin. A year earlier, the positions of the two were reversed.

The NBC Symphony Orchestra was an easy winner again last year in the symphonic division. The Telephone Hour repeated in the Best Musical Show voting, followed by The Railroad Hour and Voice of Firestone.

America's Town Meeting again was voted the Best Educational Program and was acclaimed by the critics also as the Best Public Service Program. The Eleanor Roosevelt Program, started in the fall, had considerable backing, gaining a third place in the Best Daytime Program division.

As has been the case throughout the 15-year history of the radio poll, the radio editors and columnists evidenced in their 1950 balloting a wholesome disregard of so-called popular programs and their Nielsen ratings. Obviously, what Neilsen and others say the public prefers, has little to do with what the critics and editors, individually and collectively, prefer for themselves. This has always been noted especially in such classifications as quiz, mystery (crime), audience participation shows, classical music and newscasters.

Radio Champions for 1950



Bing Crosby



Jack Webb



Eve Arden



Ronald Colman



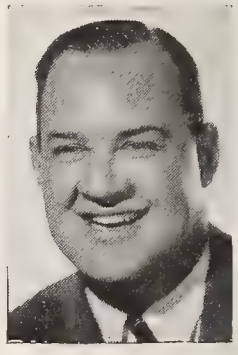
Dinah Shore



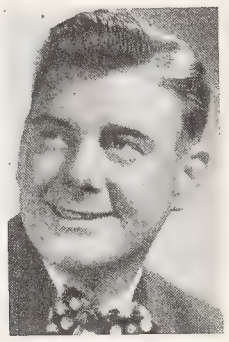
Ezio Pinza



Fibber McGee & Molly



Don Wilson



Arthur Godfrey



Ralph Flanagan



Dorothy Kirsten



Groucho Marx



Bill Stern

Radio Editors

(*Continued from page* 1)

given it by a rival medium which itself prefers aping others to striking out on its own. So say radio's friendly critics.

"Radio cannot hold its listeners by giving up. . . ." "Quit stewing about TV and do something dynamic. . .." "There are still lots of radio listeners. . . ." "There is a place for both radio and television—radio needs to learn that. . . ." "Radio is laying down on the job." So run the comments.

What to do about it? "New and better radio ideas on the sane side. . . .' "Stop pitting the best shows against each other. Listeners can't hear them all simultaneously. Radio is the loser. . . ." "Radio should spend less for names and more for writers with new ideas and imagination, and for good, new talent. . . ." "More good music—fewer crime and mystery tales. . . ." "More realistic (like United Nations broadcasts), more adult (like 'Magnificent Montague'), more polished documentaries (like NBC's 'Fishermen's Folk Songs') programs. . . ."

Networks Praised

Many of the critics commended NBC and CBS for better educational programs; ABC for operatic broadcasts, MBS for some documentaries. Many condemned a plethora of "unfunny comedians," invasive studio audiences and, inevitably, commercials.

But the striking thing about most comments was that they seemed to have been made more in sorrow than in anger, sorrow over seeing an old friend take a licking without really trying to fight back. Not, at least, with all he's got.

Complete Results of 1950 Fame Radio Poll

THE complete list of first, second and third place winners of MOTION PICTURE DAILY's 15th annual radio poll for *Fame,* as voted by radio editors and columnists of American newspapers and magazines, are presented herewith. Sponsors, agencies, networks and broadcast time (E. S. T.) are given for first place winners, networks only for others.

CHAMPION OF CHAMPIONS

1. Jack Benny Show (American Tobacco Co.—Batten, Barton, Durstine & Osborn — CBS, Sundays, 7:00-7:30 P.M.)
2. You Bet Your Life (NBC).
3. Bing Crosby (CBS) and The Big Show (NBC) (tied).

MOST PROMISING STAR OF TOMORROW

1. Jack Webb (Dragnet—Liggett & Myers Tobacco Co.—Cunningham & Walsh—NBC, Thursdays, 9:00-9:30 P.M.)
2. Willard Waterman (NBC).
3. Mindy Carson (NBC).

BEST COMEDIAN

1. Jack Benny (American Tobacco Co.—Batten, Barton, Durstine & Osborn — CBS, Sundays, 7:00-7:30 P.M.)
2. Groucho Marx (NBC).
3. Bob Hope (NBC).

BEST COMEDIENNE

1. Eve Arden (Our Miss Brooks—Colgate-Palmolive-Peet Co.—Ted Bates & Co.—CBS, Sundays, 6:30-7:00 P.M.)
2. Lucille Ball (CBS)
3. Tallulah Bankhead (NBC).

BEST COMEDY TEAM

1. Fibber McGee & Molly (Pet Milk Sales Corp.—Gardner Advertising Co.—NBC, Tuesdays, 9:30-10:00 P.M.)
2. Amos 'n Andy (CBS).
3. Martin & Lewis (NBC—discontinued).

BEST MASTER OF CEREMONIES

1. Bing Crosby (The Bing Crosby Show—Liggett & Myers Tobacco Co.—Cunningham & Walsh—CBS, Wednesdays, 9:30-10:00 P.M.)
2. Arthur Godfrey (CBS).
3. Groucho Marx (NBC).

FILM PERSONALITY MOST EFFECTIVE ON RADIO

1. Ronald Colman (Halls of Ivy—Joseph Schlitz Brewing Co.—Young & Rubicam—NBC, Wednesdays, 8:00-8:30 P.M.)
2. Bing Crosby (CBS).
3. Robert Young (NBC).

BEST POPULAR MALE VOCALIST

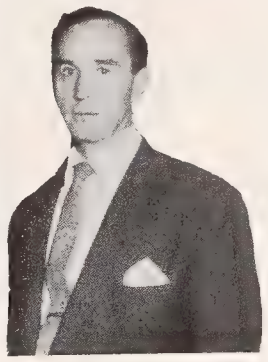
1. Bing Crosby (The Bing Crosby Show—Liggett & Myers Tobacco Co.—Cunningham & Walsh—CBS, Wednesday, 9:30-10:00 P.M.)
2. Gordon Mac Rae (NBC).
3. Perry Como (NBC—discontinued; currently guest spots).

CBS, Young & Rubicam Press Services Voted Best in Fifteenth Annual Poll

Radio editors and columnists participating in *Motion Picture Daily's* 15th annual poll for *Fame* voted the Columbia Broadcasting System's publicity service the best of the network press services in 1950. George Crandall heads the CBS publicity department. The voting editors and columnists tabbed Young & Rubicam's press department for the Best Individual Publicity Service in 1950. Harry Rauch is director of radio and television publicity and promotion for Y & R.



George Crandall



Harry Rauch

It was the second consecutive year the balloters had picked CBS's press service as the best of the networks, which is somewhat unusual in the history of the polls since voting in this category is traditionally close with the lead ordinarily changing from one year to the next. As usual, the 1950 vote again was extremely close with only a few votes separating first and second place. NBC was second and ABC third in the voting.

The voting also was close, as usual, in the Best Individual Publicity Service category, in which the previous year's winner, J. Walter Thompson, finished second and BBD & O third.

BEST POPULAR FEMALE VOCALIST

1. Dinah Shore (The Oxydol Show—Procter & Gamble Co.—Dancer-Fitzgerald-Sample — CBS, Mondays—Fridays, 7:15-7:30 P.M.
2. Jo Stafford (CBS).
3. Mindy Carson (NBC).

BEST CLASSICAL MALE VOCALIST

1. Ezio Pinza (Guest Spots).
2. Jussi Bjoerling (NBC).
3. James Melton (Discontinued).

BEST CLASSICAL FEMALE VOCALIST

1. Dorothy Kirsten (Guest Spots).
2. Marian Anderson (NBC).
3. Bidu Sayao (NBC) and Rise Stevens (Guest Spots), tied.

BEST STUDIO ANNOUNCER

1. Don Wilson (The Jack Benny Show — American Tobacco Co.—Batten, Barton, Durstine & Osborn—CBS, Sundays, 7:00-7:30 P.M.)
2. Ken Carpenter (CBS).
3. Tony Marvin (CBS).

BEST NEWS COMMENTATOR OR ANALYST

1. Edward R. Murrow (American Oil Co.—Joseph Katz Co., Theo. Hamm Brewing Co. — Campbell-Mithun, Inc., Pan-AM Southern Corp. — Fitzgerald Advertising Agency, Procter & Gamble Co.—Benton & Bowles; CBS, Mondays through Fridays, 7:45-8:00 P.M.) also, "Hear It Now," sustaining, CBS, Fridays, 9:00-10:00 P.M.
2. Lowell Thomas (CBS).
3. Walter Winchell (ABC).

BEST SPORTSCASTER

1. Bill Stern (Sports Newsreel of the Air — Colgate-Palmolive-Peet Co. — Sherman & Marquette—NBC, Fridays, 10:30-10:45 P.M.) and Special Sports Events.—
2. Mel Allen (Special Sports Events)
3. Red Barber (CBS).

BEST SYMPHONIC ORCHESTRA

1. NBC Symphony (Ford Motors and RCA Victor, J. Walter Thompson; Whitehall Pharmacal Co., John F. Murray Adv. Agency —NBC, Mondays, 10:00-11:00 P.M.)
2. N. Y. Philharmonic (CBS).
3. Boston Symphony (NBC).

BEST DANCE BAND

1. Ralph Flanagan (ABC's of Music —Liggett & Myers Tobacco Co.—Cunningham & Walsh—CBS—discontinued).
2. Guy Lombardo (CBS).
3. Vaughn Monroe (CBS).

BEST DAYTIME PROGRAM

1. Arthur Godfrey Show (Lever Brothers Co.—Ruthrauff & Ryan; Pillsbury Mills—Leo Burnett Co.; Wildroot Co. — Batten, Barton, Durstine & Osborn; Gold Seal Co. —Campbell-Mithun, Inc.; National Biscuit Co. — McCann-Erickson; Liggett & Myers Tobacco Co.—Cunningham & Walsh; CBS, Mondays through Fridays, 10:00-11:30 A.M.)*
2. Welcome Travelers (NBC).
3. The Eleanor Roosevelt Program (NBC).

(**Also, The Godfrey Digest—Reddi-Wip Inc.—Ruthrauff & Ryan—CBS, Sundays,* 4:30-5:00 *P.M.*)

BEST DRAMATIC PROGRAM

1. Theatre Guild on the Air (United States Steel Corp.—Batten, Barton, Durstine & Osborn—NBC, Sundays, 8:30-9:30 P.M.)
2. Lux Radio Theatre (CBS).
3. NBC Theatre (NBC).

BEST EDUCATIONAL PROGRAM

1. America's Town Meeting (Sustaining, ABC, Tuesdays, 9:00-9:30 P.M.)
2. Invitation to Learning (CBS).
3. Voices and Events (CBS).

CBS, NBC Tie with 10 'Firsts' Apiece

CBS and NBC programs and performers shared top honors in MOTION PICTURE DAILY's 15th annual radio poll for *Fame,* each network capturing 10 first places.

In 1949, following the extended "raids" of the preceding 12 months, CBS captured 14 firsts to NBC's nine.

ABC captured two firsts in the 1950 poll.

CBS programs and performers took 11 second places to NBC's 10. MBS had one second place. Third place honors were divided as follows: NBC, 18 and one tie; CBS, five and one tie; ABC, one.

CBS made a clean sweep of the Best Dance Band and Best Studio Announcer classifications, capturing the first, second and third places in both categories, while NBC duplicated that performance with clean sweeps of the Most Promising Star of Tomorrow and Best Musical Show divisions.

BEST MYSTERY SHOW

1. Dragnet (Liggett & Myers Tobacco Co.—Cunningham & Walsh —NBC, Thursdays, 9:00-9:30 P.M.)
2. Suspense (CBS).
3. The Adventures of Sam Spade (NBC).

BEST MUSICAL SHOW

1. The Telephone Hour (The Bell Telephone System—N. W. Ayer & Son — NBC, Mondays, 9:00-9:30 P.M.)
2. Railroad Hour (NBC).
3. Voice of Firestone (NBC).

BEST QUIZ SHOW

1. You Bet Your Life (De Soto-Plymouth Dealers — Batten, Barton, Durstine & Osborn—NBC, Wednesdays, 9:00-9:30 P.M.)
2. 20 Questions (MBS).
3. Bob Hawk Show (CBS).

BEST AUDIENCE PARTICIPATION PROGRAM

1. You Bet Your Life (De Soto-Plymouth Dealers — Batten, Barton, Durstine & Osborn — NBC, Wednesdays, 9:00-9:30 P.M.)
2. People Are Funny (NBC).
3. Truth or Consequences (CBS).

BEST PUBLIC SERVICE PROGRAM

1. America's Town Meeting of the Air (Sustaining, ABC, Tuesdays, 9:00-9:30 P.M.)
2. The Quick and the Dead (NBC—discontinued).
3. American Forum (NBC).

BEST NETWORK PUBLICITY SERVICE

1. Columbia Broadcasting System.
2. National Broadcasting Company.
3. American Broadcasting Company.

BEST INDIVIDUAL PUBLICITY SERVICE

1. Young & Rubicam (Harry Rauch, director).
2. J. Walter Thompson.
3. Batten, Barton, Durstine & Osborn.

SIMPP Meet Waits UA Clarification

Ellis G. Arnall, president of the Society of Independent Motion Picture Producers, has decided to delay the date when he will visit Hollywood to meet with the Society's board for a vote on the new organizational setup for the benefit of the Council of Motion Picture Organizations, he said here yesterday.

A SIMPP board meeting was tentatively scheduled for early next month and Arnall was to have left here for the Coast next week. However, he explained, he has decided to wait for a clarification of the United Artists situation so that SIMPP can make its own plans in light of such clarification. A large number of SIMPP members have released through UA.

Arnall said he could not indicate at this time the sentiment among SIMPP board members with respect to the plan to revise COMPO's organizational structure, since he has not polled the board. He replied in the affirmative, however, when asked if he would have voted in favor of the plan had he attended the COMPO board meeting at which the plan was approved. Although he attended the first day's meeting of the two-day COMPO board session in New York recently, Arnall was unable to be on hand for the second day's conference at which the plan was adopted.

Kiwanis Broadcasts

CHICAGO, Jan. 23.—Completion of the first in a series of 14 transcribed radio programs was announced by Kiwanis International.

Television Heading for Trouble With Sporting Events in Indiana

Indianapolis, Jan. 23.—There will be no telecast of the 1951 Indianapolis 500-mile automobile speedway race on May 30, Wilbur Shaw, president of the Indianapolis Speedway, announces.

Complete coverage of the race was given in the past two years by station WFBM-TV. Survey indicated that it kept thousands of people rooted to their television receivers in homes and clubs, it was said.

Since attendance at the race is a closely guarded secret—newspapers' estimate usually run in the neighborhood of 150,000—Shaw would not say to what extent it was believed affected by television. But he did state his belief that WFBM-TV could not meet the anticipated financial loss.

"Television misses the point in selling the 500-mile race," Shaw said. "It does not portray that feeling of a big Hoosier picnic." It still is undecided, he said, whether the television ban would apply to the time-trials preceding the race. The usual broadcast of the start and finish of the race by Mutual also is still hanging fire.

Television here also seems to be having difficulty lining up other sporting events. Indications are that the Indianapolis baseball club will go for no more than one or two game telecasts a week next season. Last year most home games were televised.

7,896 Theatres Now Operate in Italy

WASHINGTON, Jan. 23.—As of Jan. 31, 1950, there were 7,896 theatres in operation in Italy, the U. S. Commerce Department reports, quoting an Italian government survey.

Of these, however, only 1,965 are commercial theatres presenting regular daily film programs. They account for 90.5 per cent of total gross box-office receipts. An additional 1,000 to 1,500 theatres—over and above the 7,896 total—operate as open-air theatres only during the summer, the Commerce Department said.

Canadians to See New Kinescope Film

OTTAWA, Jan. 23.—Canadians will form the first public audiences for a new type of film, the "Kinescope," which the National Film Board will begin distributing in February to some 3,500 communities. The first subject is titled "The Road to World Peace."

Made by focusing a film camera on the viewing screen of a television set, kinescopes can be quickly and cheaply produced, it is said. They could bring television programs to rural audiences in Canada years before full television reaches them.

Views Diverge on Mexican Industry

MEXICO CITY, Jan. 23.—Following an interview with President Miguel Aleman, Jorge Negrete, president of the National Actors Union, declared that he told the chief executive that the Mexican film industry was consolidated industrially and that it has "come of age."

However Gen. Abelardo L. Rodrigues, head of the Mexican Motion Picture Association, declared in an interview that the industry is disorganized and exhibition is hampered by a trust he did not name.

Rickard in Uruguay Film Festival Role

Joaquin Rickard, Motion Picture Association of America manager in Latin America, has been named chairman of a committee that will supervise arrangements for the participation of American film companies in the Uruguayan Film Festival.

Rickard will serve also as liaison between member companies of the Association and officials of the Uruguayan government under whose sponsorship the Festival will be held in Punta del Este, Feb. 15 to March 5.

Switch Release Dates

The release dates of "The 13th Letter" and "Sword of Monte Cristo" have been interchanged, it was announced by Andy W. Smith, Jr., sales vice-president of 20th Century-Fox. Originally scheduled for March release, "The 13th Letter" is now set for February, while "Sword of Monte Cristo" is set for March, instead of February.



Coming Events

Jan. 24—Cinema Stamp Collectors meeting, Hotel Astor, New York.

Jan. 24-25—Malco Theatres annual managers meeting, Hotel Gayoso, Memphis.

Jan. 25—NCCJ Amusements Division annual dinner, Hotel Waldorf-Astoria, New York.

Jan. 29-30—Allied Theatre Owners of Texas convention, Dallas.

Jan. 29-31—Theatre Owners of Arkansas, Mississippi and Tennesse annual convention, Hotel Gayoso, Memphis.

Jan. 30—Cleveland Motion Picture Exhibitors Association annual meeting and election of officers, Cleveland.

Feb. 5—IATSE general executive board mid-winter meeting, Santa Rita Hotel, Tucson.

Feb. 5—Theatre Owners of Oklahoma monthly board of directors meeting, Oklahoma City.

Feb. 6—Allied Independent Theatre Owners of Wisconsin regional meeting, Hotel Lorraine, Madison.

Feb. 14—Cinema Stamp Collectors meeting, Hotel Astor, New York.

Feb. 14—Allied States Association Caravan Committee meeting, Statler Hotel, Washington.

Feb. 15-16—Allied States Association board of directors annual mid-winter meeting, Statler Hotel, Washington.

Feb. 18-25—Brotherhood Week.

Feb. 28—Cinema Stamp Collectors meeting, Hotel Astor, New York.

German Board Views 299; 96 from U.S.

WASHINGTON, Jan. 23.—U. S. films accounted for 96 of the 299 features presented to the German Self-Censorship Board for review during the period July 11 to Nov. 24, the U. S. Commerce Department reports.

Another 70 were new German productions, 50 were pre-1945 German features, 18 were British, 18 were Austrian, 16, Italian, 15, French, three, Swedish, two, Argentine, two, Soviet, and one each from Czechoslovakia, Finland and Hungary.

Six features were rejected during the period, including three U. S. films, two old German films and one Italian feature.

N.Y. Critics Awards At Rainbow Room

The New York film critics will present their annual awards in the Rainbow Room of the RCA Building here on Sunday night, instead of on the stage of Radio City Music Hall, as originally scheduled. In making the change the film critics said they wished to relieve Music Hall officials of the possibility of Catholic ill-will resulting from presentation of their award to "The Ways of Love," a film trilogy which includes "The Miracle," a Roberto Rossellini production which Cardinal Spellman has termed "sacrilegious."

"Ways of Love" received the critics' award as the "best foreign picture of 1950."

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NATIONAL *Screen* SERVICE
PRIZE BABY OF THE INDUSTRY

Hits Part-time Run As 'Bad' Business

Cleveland, Jan. 23.—A part-time operating theatre policy was characterized as "psychologically bad not only for the houses concerned but also for the entire industry," by Bert Lefkowich, of the Community Circuit here, which experimented with the part-time policy in several neighborhood houses recently.

The policy discourages film thinking on the part of the public, and tends to drive patrons into new, full-time neighborhood theatres, Lefkowich stated. "We did not resume full-time policies in four of our theatres—Ambassador, Euclid, Imperial and Windameer — because business is picking up but because, in our opinion it is a constructive business attitude," he said.

ELC Studies

(*Continued from page* 1)

that will be asked or whether suggestions for additional deletions may still be forthcoming.

The company had appealed to the Motion Picture Association of America's board from PCA's denial of a code seal for the J. Arthur Rank picture which ELC is distributing here. The board referred the matter back to Breen for reconsideration, including the possibility of making deletions which would eliminate objectionable aspects of the Fagin character, which had been criticized as anti-Semitic. The Production Code prohibits the ridicule of any religious or racial group in films bearing its seal.

Set British Film Bow

"The Inheritance", British import starring Jean Simmons, is scheduled to open in New York on Feb. 10 at the Symphony Theatre.



Review

"Chance of a Lifetime"

(Pilgrim-Ballantine Pictures)

THE DEFT characterization that distinguishes fine British films is generously present in "Chance of A Lifetime," an importation which views an affectionate study of a novel socialist experiment in a small industrial town. The picture is a charming blend of humor, whimsy and economics. Its freshness of theme and smoothness of presentation should make it quite popular among discriminating patrons with the subject matter provoking avid discussion, all of which, under proper merchandising, can result in box-office currency.

Something of a record in multiple activity is achieved by talented Bernard Miles. Not only does he play one of the leads, but he also produced, directed and collaborated on the original screenplay with Walter Greenwood.

The story relates the difficulties and conflicts between management and labor in a factory in austerity-ridden, post-war England. Finally, after continued bickerings and incident, Basil Radford, head of the plant, blurts out to the workers the wish that some of them had his job to know what hard work really was. Taking this remark as a challenge, the workers elect two of their members to assume management. At first everything rolls along enthusiastically. Then mistakes gradually come home to roost and many of the workers again become disgruntled with the management. After some dramatic developments become precarious, Radford comes forward to rescue the situation with his seasoned experience. As the film ends, the workers still hold the reigns to the plant, with Radford again in the driver's seat as an advisor. Some excellent vignettes are contributed by Nial MacGinnis, as a chronic grouser and Miles and Julien Mitchell, as the two workers who assume the managership.

Produced by Pilgrim Pictures, Ltd., this Harold Auten presentation is being released here through Ballantine Pictures.

Running time, 90 minutes. General audience classification. For February release.

MANDEL HERBSTMAN

Says U. S. Silent on French Proposals

By HENRY KAHN

PARIS, Jan. 23.—Andre Guillant, Secretary of State for Industry and Commerce, whose department is responsible for French film policy, reports that his department has not received any official American suggestions for the forthcoming U. S.-French talks.

He said that whatever import concessions may be made to the Americans in the future, the French would ask for U. S. concessions in return. He expressed the hope that French product would get a better break on American screens than it has heretofore.

French Aid Program

Regarding the French aid program for the industry, the Secretary thought its weaknesses were compensated for by its success. He indicated that he was aware of the fact that the aid program was coming to an end in 1953 and observed that if it were to be continued such action could only be temporary.

20th-Fox-Artists

(*Continued from page* 1)

the Art Foundation, will supervise the productions, all of which will be made in color. Paintings will be photographed from originals.

Boris Vermont will produce, Marilyn Silverstone, also of *Art News,* will serve as associate producer, Mildred Barish Bermont will write stories and scripts, and John Oser will direct.

In making his announcement, Skouras contended that today the public here and abroad has demonstrated a strong interest in films that are developing new patterns of expression in dealing with top musicians, concert artists, religious subjects and paintings and painters.

UK Grosses Decline In Seasonal Cycle

WASHINGTON, Jan. 23.—Gross box-office receipts in the United Kingdom followed a seasonal pattern and decline during the second quarter of 1950, the U. S. Commerce Department reported today.

Quoting statistics published in the Board of Trade *Journal,* Commerce film chief Nathan D. Golden said that receipts of British theatres during the second quarter of 1950 amounted to £25,305,000, compared with £28,040,000 in the first quarter of 1950. Total admissions dropped from 371,063,000 to 341,582,000. The figures come from returns from 4,580 theatres, 99.5 per cent of those known to be operating during the period in exhibition of standard 35mm. films.

The Board of Trade pointed out, Golden said, that a similar decline from the first to second quarters occurred in each of the previous three years.

Newsreels on Korea

(*Continued from page* 1)

posed on just about every newsworthy facet of American life and activity. Fashion news reecived less emphasis last year, with a total of 57 sequences, against 71 in 1949. Religious topics showed an increase, jumping from 12 in 1949 to 34 in 1950.

In the field of sports, football, as in previous years, eclipsed baseball coverage by more than two to one. Behind them, aquatic events, winter sports, boxing and wrestling, and horse-racing shared about equally.

During the 12-month period, the newsreels devoted an unprecedented number of sequences—118 in all—to the support of humanitarian, welfare and charitable causes. In addition, special trailers were made and released for the Red Cross, the American Heart Association, American Cancer Society, U. S. Savings Bonds campaigns and United Nations Day. Among other national and civic projects aided by the newsreels were the Boy Scouts, Girl Scouts, Brotherhood Week and the March of Dimes.

The newsreel analysis is part of a continuing study made under the direction of MPAA's newsreel committee of which Edmund Reek, vice-president and producer of 20th-Fox Movietone News, is chairman.

Coyne to Tell Compo Story to Tri-States

Robert W. Coyne, special counsel for the Council of Motion Picture Organizations, will tell the COMPO story to the annual convention of the Tri-States Motion Picture Theatre Owners in Memphis, which opens Monday.

The organization, a Theatre Owners of America affiliate headed by Max Connett, includes in its membership exhibitors of Tennessee, Mississippi and Arkansas. It has been among the TOA affiliates which were cool to COMPO prior to the recent organizational changes which provided for regional exhibitor representation on the COMPO board and new executive committee.

Coyne will go to Washington today for Treasury Department meetings on government savings bonds and other matters. He was a special consultant to the Treasury in the last war on savings bond drives.

To Allot TOA

(*Continued from page* 1)

now being drafted to effect the change in COMPO's corporate structure which would prevent COMPO member organizations from appointing or electing executive committee representatives for short or long terms.

It is possible, he added, that TOA appointments to the executive committee will be for six months. However, he reminded, this point and others relating to TOA's COMPO status will have to be decided by the TOA board when it meets in Washington in April. It is understood, however, that TOA will poll its directors for a vote on acceptance of the new COMPO plan as soon as the draft of the amendment is received.

Ad-Film Companies

(*Continued from page* 1)

keep in effect any existing contracts. Principally involved are Alexander Films, Jam-Handy and Motion Picture Service.

The FTC order said the ad-film companies could not make any new exclusive contracts running a year or more nor could they keep in effect any existing contracts running more than a year from the effective date of the order. The companies have appealed to different circuit courts against the entire FTC order, but in the meantime they have also filed with the Commission this motion for a modification of the order so as to make valid all existing contracts, no matter how long they have to run. They have asked for oral argument on the motion.

Meanwhile, it appeared that the whole matter might be academic since the effective date of the FTC order is being stayed pending a court ruling on the appeals. FTC officials said they did not expect to make any attempt to consolidate the appeals, even though they are pending in three different circuit courts.

MOTION PICTURE DAILY'S BOOKING CHART

WEEK OF	COLUMBIA	EAGLE LION CLASSICS	M-G-M	MONO.	PARA.	REPUBLIC	RKO	20TH-FOX	U. A.	UNIV.-INT'L.	WARNERS	LIPPERT
Dec. 17	(Dec. Releases) THE KILLER THAT STALKED NEW YORK Evelyn Keyes Charles Korvin D—79 min. (Rev. 12/4/50)			CALL OF THE KLONDIKE Kirby Grant Chinook O		TRAIL OF ROBIN HOOD (Color) Roy Rogers Penny Edwards O—67 min. (Rev. 12/14/50)		(Dec. Releases) AMERICAN GUERRILLA IN THE PHILIPPINES (Color) Tyrone Power Micheline Prelle D—105 min. (Rev. 11/8/50)			BREAKTHROUGH David Brian John Agar D—91 min. (Rev. 10/31/50)	
Dec. 24	HE'S A COCKEYED WONDER Mickey Rooney C—77 min. (Rev. 10/23/50)			(ALLIED ARTISTS) SHORT GRASS Rod Cameron O—82 min. (Rev. 12/4/50)	(Dec. Releases) MR. MUSIC Bing Crosby Nancy Olson M-113 min. (Rev. 8/25/50)	CALIFORNIA PASSAGE Forest Tucker Adele Mara O—90 min. (Rev. 12/15/50)	VENDETTA Faith Domergue D—84 min. (Rev. 11/22/50)	FOR HEAVEN'S SAKE Clifton Webb Jean Bennett C—92 min. (Rev. 12/1/50)		(Dec. Releases) UNDERCOVER GIRL Alexis Smith Scott Brady O—83 min. (Rev. 11/1/50)		BANDIT QUEEN Barbara Britton Willard Parker D—68 min. (Rev. 11/28/50) (Release: 12/22/50)
Dec. 31	THE TOUGHER THEY COME Preston Foster Wayne Morris D—69 min. (Rev. 11/21/50) LIGHTNING GUNS Charles Starrett Smiley Burnette O—55 min. (Rev. 12/7/50)		PAGAN LOVE SONG (Color) Esther Williams Howard Keel MD—76 min. (Rev. 12/20/50)				THE COMPANY SHE KEEPS Lizabeth Scott Dennis O'Keefe D—83 min. (Rev. 12/19/50)			MYSTERY SUBMARINE Macdonald Carey Marta Toren D—78 min. (Rev. 11/24/50)		
Jan. 7	(Jan. Releases) THE GREAT MANHUNT Doug. Fairbanks, Jr. Glynis Johns D—97 min. (Rev. 10/5/50)	(Jan. Releases) THE WICKED CITY Maria Montez Jean-Pierre Aumont D	WATCH THE BIRDIE Red Skelton C—70 min. (Rev. 11/24/50)	SIERRA PASSAGE Wayne Morris O—80 min. (Rev. 12/14/50)							DALLAS (Color) Gary Cooper Ruth Roman O—94 min. (Rev. 11/21/50)	THREE DESPERATE MEN Preston Foster Virginia Grey D—69 min. (Rev. 1//17 51) (Release: 1/12/51)
Jan. 14	THE FLYING MISSILE Glenn Ford Viveca Lindfors D—92 min. (Rev. 12/28/50)	MR. UNIVERSE Jack Carson Bert Lahr C—89 min. (Rev. 1/15/51) KOREA PATROL Richard Emory Teri Duna D—57 min. (Rev. 12/28/50)	GROUNDS FOR MARRIAGE Van Johnson Kathryn Grayson C-91 min. (Rev. 12/12/50)	COLORADO AMBUSH Johnny Mack Brown O	(Jan. Releases) BRANDED (Color) Alan Ladd Mona Freeman O—95 min. (Rev. 11/15/50)	PRIDE OF MARYLAND Peggy Stewart Stanley Clements D—60 min. (Rev. 1/8/51)	GAMBLING HOUSE Victor Mature Wm. Bendix D—80 min. (Rev. 12/22/50)	(Jan. Releases) THE MUDLARK Irene Dunne D—99 min. (Rev. 11/27/50)		(Jan. Releases) FRENCHIE (Color) Joel McCrea Shelley Winters D—81 min. (Rev. 11/30/50)	HIGHWAY 301 Steve Cochran Virginia Grey D—83 min. (Rev. 11/28/50)	THE STEEL HELMET Gene Evans Steve Brodie D—84 min. (Rev. 1/3/51) (Release: 1/24/51)
Jan. 21	STAGE TO TUCSON (Color) Rod Cameron O—82 min. (Rev. 12/15/50 GASOLINE ALLEY Scotty Beckett CD—77 min. (Rev. 1/17/51) GENE AUTRY AND THE MOUNTIES O—70 min. (Rev. 1/17/51) PRAIRIE ROUNDUP Charles Starrett O—53 min. (Rev. 1/22/51)	OLIVER TWIST Robert Newton Alec Guinness D THE SUN SETS AT DAWN Sally Parr Philip Shawn D—71 min. (Rev. 11/9/50)	KIM (Color) Errol Flynn Dean Stockwell D—113 min. (Rev. 12/5/50)	BOWERY BATTALION Leo Gorcey C BLUE BLOOD (Color) Bill Williams Jane Nigh D—72 min. (Rev. 1/16/51)	AT WAR WITH THE ARMY Dean Martin Jerry Lewis C—92 min. (Rev. 12/12/50)	BELLE LE GRAND John Carroll Vera Ralston D—90 min. ROUGH RIDERS OF DURANGO Allan "Rocky" Lane O—60 min.		HALLS OF MONTEZUMA (Color) Richard Widmark D—113 min. (Rev. 12/11/50) THE MAN WHO CHEATED HIMSELF Lee J. Cobb Jane Wyatt D—81 min. (Rev. 12/18/50)		HARVEY James Stewart Josephine Hull C—104 min. (Rev. 11/13/50) UNDER THE GUN Richard Conte Audrey Totter D—84 min. (Rev. 12/15/50)	OPERATION PACIFIC John Wayne Patricia Neal D—111 min. (Rev. 1/9/51)	
Jan. 28									(Rob't Stillman Prods.) SOUND OF FURY Frank Lovejoy Lloyd Bridges D—90 min. (Rev. 12/6/50)			
Feb. 4	(Feb. Releases) BORN YESTERDAY Judy Holliday Broderick Crawford C—103 min. (Rev. 11/17/50) OPERATION X Edward G. Robinson Peggy Cummins D-79 min. (Rev. 12/18/50)	(Feb. Releases) FIGHTING REBELS O VOLCANO Anna Magnani D THEY WERE NOT DIVIDED Edward Underdown D—102 min.	THE MAGNIFICENT YANKEE Louis Calhern Ann Harding D—89 min. (Rev. 11/15/50)	ABILENE TRAIL Whip Wilson O		SPOILERS OF THE PLAINS Roy Rogers Penny Edwards O—67 min. (Rev. 1/17/51)	PAYMENT ON DEMAND Bette Davis Barry Sullivan D		(Harry M. Popkin) THE SECOND WOMAN Robert Young Betsy Drake D—91 min. (Rev. 1/17/51)	(Feb. Releases) OPERATION DISASTER John Mills D—100 min. (Rev. 1/10/51)	STORM WARNING Ginger Rogers Ronald Reagan D—93 min. (Rev. 12/6/50)	
Feb. 11	THE HARLEM GLOBETROTTERS Thomas Gomez Dorothy Dandridge D COUNTERSPY MEETS SCOTLAND YARD Howard St. John Amanda Blake D—67 min. (Rev. 11/21/50)	MY BROTHER, THE OUTLAW Mickey Rooney Robert Preston D SKIPALONG ROSENBLOOM Maxie Rosenbloom Max Baer CO—73 min. DERBY WINNER D	VENGEANCE VALLEY (Color) Burt Lancaster Robert Walker O—83 min.	RHYTHM INN Jane Frazee M	(Feb. Releases) THE GREAT MISSOURI RAID (Color) Wendell Corey Macdonald Carey D—85 min. (Rev. 12/1/50) SEPTEMBER AFFAIR Joan Fontaine Joseph Cotten D—104 min. (Rev. 10/11/50)	MISSING WOMEN Penny Edwards James Millican D	CRY DANGER Dick Powell Rhonda Fleming D	(Feb. Releases) CALL ME MISTER (Color) Betty Grable Dan Dailey MC I'D CLIMB THE HIGHEST MOUNTAIN (Color) Susan Hayward William Lundigan D—88 min. (Rev. 1/12/51)		(Feb. Releases) TOMAHAWK (Color) Van Heflin Yvonne De Carlo O—82 min. (Rev. 1/8/51) BEDTIME FOR BONZO Ronald Reagan Diana Lynn C—83 1/3 min. (Rev. 1/15/51) TARGET UNKNOWN Mark Stevens Don Taylor D		
Feb. 18	RIDING THE OUTLAW TRAIL Charles Starrett Smiley Burnette O—55 min.	CAUSE FOR ALARM Loretta Young Barry Sullivan D—74 min.	THE VICIOUS YEARS Tommy Cook Gar Moore D—79 min. (Rev. 2/23/50)		HIS KIND OF WOMAN Robert Mitchum Jane Russell D	OH! SUSANNA (Color) Rod Cameron Adrian Booth O NIGHT RIDERS OF MONTANA Allan "Rocky" Lane O		THE 13th LETTER Charles Boyer Linda Darnell D—85 min. (Rev. 1/19/51)				
Feb. 25	REVENUE AGENT Douglas Kennedy Jean Willes D—72 min. (Rev. 12/5/50)			NAVY BOUND Tom Neal Regis Toomey D			THE THING Margaret Sheridan Kenneth Tobey D				THE ENFORCER Humphrey Bogart D—87 min. (Rev. 1/23/51)	

(Dates Are Based on National Release Schedules and Are Subject to Change. Letters Denote the Following: (D) Drama. (M) Musical. (C) Comedy. (O) Outdoor Action. Production Numbers Are in Parentheses. (Rev.) Motion Picture Daily Review Date.)

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FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 69. NO. 18 NEW YORK, U. S. A., THURSDAY, JANUARY 25, 1951 TEN CENTS

Show of Shows Cops 6 Firsts In Video Poll

Individual Honors to Caesar, Imogene Coca

NBC-TV's "Your Show of Shows" was voted the Best Network Television Program of 1950 by American newspaper and magazine television editors and columnists in MOTION PICTURE DAILY's second annual television poll for *Fame*. Max Liebman is producer of the show.



Max Liebman

In addition, Sid Caesar, star of the program, was voted Best Television Performer of 1950 and Best Comedian; his co-star, Imogene Coca, was voted Best Comedienne and Most Promising Female Television Star, and Your Show of Shows also was designated Best Variety Program.

NBC-TV Stars Win

The six first places captured by the NBC-TV program and its stars overshadowed the four "firsts" which went to Milton Berle and his Texaco Star Theatre in the 1949 poll. The fickle critics failed to vote Berle or his program a single first for 1950. Texaco Star Theatre finished second to Sylvester Pat Weaver's Colgate Comedy Hour in the Best Comedy Show division, was third in the Best Variety Program class and Berle was tied with Jimmy Durante for third in the voting for Best Comedian.

Jerry Lewis of the team of Martin & Lewis was voted television's Most

(*Continued on page* 5)

Complete TV Poll Results on P. 5

Complete results of the voting by television editors and columnists of American newspapers and magazines on television's best performers and programs of 1950 for the MOTION PICTURE DAILY-*Fame* annual poll appear on Page 5 of this issue. Pictures of winners are on Page 4.

DiSALLE OPPOSES FILM WAGE CONTROL; JOHNSTON SWORN IN

WASHINGTON, Jan. 24.—Price controller Michael DiSalle today gave it as his "unofficial opinion" that wages should not be controlled in the film industry and other industries whose prices are exempt from government controls.

The final decision, of course, will not be made by DiSalle but rather by Wage Stabilizer Cyrus Ching and his nine-man Wage Stabilization Board.

DiSalle made his remark as there was increasing talk of a general price freeze within the next 48 hours, to be followed shortly by a general wage freeze. Most Administration officials feel that film industry wages are legally subject to control but might better be exempted as a matter of policy.

It is possible that the general wage freeze would cover all wages, includ-

(*Continued on page* 6)

Cinema Prod. and Robert Sherwood Group Close Deal

Abandoning for the time being its arrangements to produce a three-dimensional polaroid process picture, Cinema Productions, Inc., organization of prominent U. S. exhibitors, has entered a deal with the Council of the Living Theatre under which CPI will produce this year a feature made in accordance with standard technics.

The cooperative effort, described as being in line with CPI's dedication to the creation of "new things" for the industry, will result in a $1,000,000

(*Continued on page* 7)

NCCJ Dinner at Waldorf Tonight

Over 800 persons from the entertainment industry will be on hand tonight at the Waldorf Astoria Hotel here for the dinner of the amusements division of the National Conference of Christians and Jews.

The dinner will launch this year's observance of "Brotherhood Week," Feb. 18-25.

Charles M. Reagan, national chairman of the division, has announced that principal speakers at the dinner

(*Continued on page* 6)

Raw Stock Survey Up at Meet Today

Nathan D. Golden, director of the motion picture-photographic products division of NPA, will meet here tomorrow with Motion Picture Association of America and Society of Independent M. P. Producers' representatives to canvass the raw stock supply situation.

The meeting, described as a preliminary to ultimate decisions on possible raw stock allocations, is designed to provide industry members and the

(*Continued on page* 6)

Infant TV Is in a 'Rut' Already, Editors Aver

Television may not be out of its swaddling clothes yet but it is in a rut already, the television editors and columnists of American newspapers and magazines who participated in the MOTION PICTURE DAILY second annual television poll for *Fame* are convinced.

In the aggregate, their spontaneous comments concerning the state of television, appended to the ballots for the 1950 poll, find far more about television to criticise than to praise. The critics' most frequently expressed complaint, however, is that television is almost completely ignoring its golden opportunity to make a new "art form" of itself and, instead, is contenting itself with mere carbon copies of all the other art and entertainment forms.

"Television producers," say many of the critics, "must understand that it is a new medium, not just illustrated radio or boxed talking pictures."

"Adding pictures to a radio show," others put it, "doesn't make it good television."

Still others suggest a test: "Can you turn off the picture and still enjoy the television program?" If you can, they conclude, then you have radio-with-pictures, not television, for TV's essential visual constituent is lacking.

Another complaint in the same vein runs thusly: "Television is transmitting too much that is available elsewhere—in vaudeville, variety, radio

(*Continued on page* 4)

77 Firms Will Boost Films In Their Ads

COMPO Wins Support Of Industry's Suppliers

In consequence of an appeal issued recently by the Council of Motion Picture Organizations, 77 companies doing business with the industry have agreed to boost motion pictures in their advertising. Among the 77 are the William Wrigley, Jr., Chewing Gum Co., Bausch and Lomb, Nehi Corp., Planters Peanut Co., Walter Baker Chocolate and Cocoa Co., and the scores of firms represented in the Popcorn Processors Association.

Arthur L. Mayer, COMPO executive vice-president, said here yesterday in summarizing the results of the appeal, that five of the cooperating firms will use television shows and two will use radio programs to boost motion pictures.

Other cooperating companies will use virtually all kinds of advertising

(*Continued on page* 7)

Heller Deal for UA Control Under Study by Owners

HOLLYWOOD, Jan. 24.—The deal for the Arthur Krim-Robert Benjamin-Walter Heller syndicate to take over control of United Artists appeared to be nearing a successful conclusion today as attorneys representing the syndicate, UA, Mary Pickford and Charles Chaplin went into session to reduce the proposition to contract form.

A counsel representing one party said the paper work would consume

(*Continued on page* 7)

Half of RKO's Old Stock Exchanged

More than 2,000,000 shares of old RKO common stock have been exchanged by holders for securities of the new RKO Pictures and RKO Theatres companies, according to an initial report made this week. Additional exchanges have been made since the report was compiled.

Breen Clips 730 Feet From 'Twist'

Some 730 feet was clipped from J. Arthur Rank's "Oliver Twist" by Joseph I. Breen, Production Code Administrator, in the print returned to New York for examination by top executives of Eagle Lion Classics, which contracted to distribute the picture in the U. S. Breen made the cuts following return of the picture, which he had refused a PCA seal, by the Motion Picture Association of America board for his reconsideration. The picture's original running time was 115 minutes.

Breen's cuts were of close-ups and profiles of the picture's Fagin character, which has been labeled anti-Semitic by some observers. The character still is very much in the picture, however, it was said.

20th to View Swiss Theatre TV Again

Interest displayed by 20th Century-Fox in a new Swiss theatre television system appears to have reached a new stage as a trio of 20th-Fox legal, technical and management executives is converging on Zurich to have another, perhaps decisive look at the equipment.

William C. Michel, 20th-Fox executive vice-president, and Otto E. Koegel, chief counsel, left here last weekend for Switzerland and were followed on Tuesday by Earl I. Sponable, technical director. Spyros P. Skouras, president, is expected to join them at Zurich some time next week.

The expedition follows a trip to Switzerland made last month by Skouras and Sponable to view the equipment, which is said, by a unique process permitting the use of carbon arcs, to provide much greater light and consequently a greater projection "throw."

20th-Fox Silent

Any plans which 20th-Fox may have for the new system are not being divulged by the company but developments are being watched with keen interest by exhibitors in the U. S. who have been planning theatre TV installations. Until now RCA and Paramount systems have accounted for the majority of theatre TV installations in the U. S.

Whether the Swiss system has been perfected enough to assure early actual theatre installations is not known here at present. Theatre television technical men who have seen an earlier model have expressed doubt that all the "bugs" have been cleared up.

Charles Skouras Here

Charles Skouras, president of National Theatres, will leave here for the Coast today after conferences at the 20th Century-Fox home office and with Department of Justice representatives on theatre divestiture phases of the impending 20th-Fox consent decree. He had several conferences in Washington while in the East.

Personal Mention

SOL A. SCHWARTZ, president of RKO Theatres, is due to leave here tomorrow for the Coast, with stopovers scheduled for Chicago and San Francisco. He expects to be away for 10 days.

•

MARVIN SCHENCK, M-G-M vice-president and studio executive, is scheduled to arrive here from the Coast on Feb. 12, accompanied by his wife.

•

JAMES R. GRAINGER, Republic executive vice-president in charge of sales and distribution, left here last night for Toronto on business.

•

WILLIAM ZIMMERMAN, RKO Pictures attorney, has returned here from the Coast.

•

ARMAND DEUTSCH, M-G-M producer, now in Boston, will leave there on Sunday by plane for the Coast.

•

SI LIPSON is in Los Angeles from New York for Realart meetings with JACK BRODER and BUDD ROGERS.

•

RUBE JACKTER, Columbia assistant general sales manager, is in Philadelphia from New York.

•

BEN SCHWALB, Monogram producer, has returned to the Coast from New York.

•

N. PETER RATHVON, independent film financier, is due here from the Coast Monday.

•

BILL THOMAS, Paramount producer, has arrived here from the Coast.

•

DR. ALLEN B. DUMONT will celebrate his 50th birthday on Monday.

•

JULES LEVEY is scheduled to return here tomorrow from Europe.

MORT BLUMENSTOCK and BEN KALMENSON, Warner Brothers advertising-publicity director, and distribution vice-president, respectively, are due back here from the Coast next week.

•

CHARLES SCHWARTZ of the industry law firm of Schwartz & Frohlich has returned to New York after several weeks on the Coast during which he wound up affairs for the late Al Jolson's estate.

•

CHARLES SIMMONELLI, in charge of exploitation for Universal, and AL HORWITS, studio publicity director, left here last night for Chicago. HORWITS will return to the Coast from there.

•

GEORGE WELTNER, head of Paramount's foreign department, is due back here from South America today. He will leave again soon on a trip to South Africa and Australia.

•

SI SEADLER, M-G-M director of advertising, has one of his cartoons runing in the current issue of *Saturday Review of Literature*.

•

PHIL GERARD, Universal Eastern publicity manager, returned to New York yesterday from Washington and Baltimore.

•

ROBERT L. LIPPERT is here from Los Angles in connection with the New York opening of his "Steel Helmet" yesterday.

•

ALFRED CROWN, world-wide sales manager for Goldwyn productions, is scheduled to return here today from Europe.

•

L. J. KAUFMAN of Warner Brothers theatre department is in New Haven and will return to New York at the end of the week.

9 WB Theatres for Sale in Two States

HARTFORD, Jan. 24.—Warner's consent decree has put on the real estate market seven Warner theatres in Connecticut and two in Massachusetts, a spokesman for Warner in New Haven said.

The corporation must dispose of Connecticut theatres in Torrington, Danbury, Ansonia, Bristol, New Britain, Manchester and Willimantic. In Massachusetts, theatres in Lawrence and Clinton are for sale.

M-G-M Coast Talks Map 6-Month Plans

Long-range exploitation plans for M-G-M product to be released in the next six months were the subject of studio conferences held during the past 10 days, Dan Terrell, director of exploitation, said here yesterday following his return from the Coast.

Terrell immediately called in his home office aides to map specific steps to be taken in line with his talks with Howard Strickling, studio publicity director.

Zanuck, Mankiewicz To N. Y. for Awards

Darryl F. Zanuck, Joseph L. Mankiewicz, Bette Davis and Gregory Peck all will be on hand at Sunday's New York Film Critics Circle awards party to accept citations in the 20th Century-Fox sweep of the laurels.

Zanuck, Peck and Mankiewicz will arrive at La Guardia Field Sunday morning from Hollywood. Miss Davis is already in the East.

N.Y. Exhibitor Plans In Discussion Stage

Plans for a business promotion drive by New York Metropolitan area exhibitors are still in the discussion stage and no special action has yet been taken.

The five-man committee set up by the area's leading exhibitors met again this week at the Loew's Circuit home office here. In attendance were Fred J. Schwartz, Max A. Cohen, Edward Rugoff, Joseph Vogel and Oscar Doob. Si H. Fabian, also a member of the committee, was unable to attend because of illness.

'Army' Hits $14,000 At N.Y. Para. Bow

"At War With the Army," Martin and Lewis film now at the New York Paramount Theatre, opened to the biggest non-holiday business in the last five years, including "Paleface," "Mr. Music," "A Foreign Affair" and "Welcome Stranger," it was announced yesterday by Robert M. Weitman, vice-president of United Paramount Theatres. He estimated the opening gross at $14,000.

An estimated 17,000 persons attended opening day performances of the comedy attraction, which is said to be doing record business all over the country.

Only two shows at the New York Paramount in the last five years beat "At War With the Army" business, it was said. They were "Samson and Delilah," which played during Christmas Week in 1949, and the personal appearance of Bob Hope last spring, both of which played at advanced prices.

Paramount has ordered an additional 50 prints of "At War With the Army" in order to meet exhibitor demand, it was announced here yesterday by A. W. Schwalberg, president of Paramount Film Distributing Corp.

Drive Heralds WB's 'Enforcer' Bow Today

A special promotion campaign directed by Mort Blumenstock, vice-president in charge of Warner Brothers advertising and publicity, heralds today's bow here at the Capital of "The Enforcer," starring Humphrey Bogart, United States Pictures Production which WB is distributing.

As part of the premiere activities, Martin Starr, WINS radio commentator, will "M. C." the lobby broadcast.

Morrow Starts New Firm

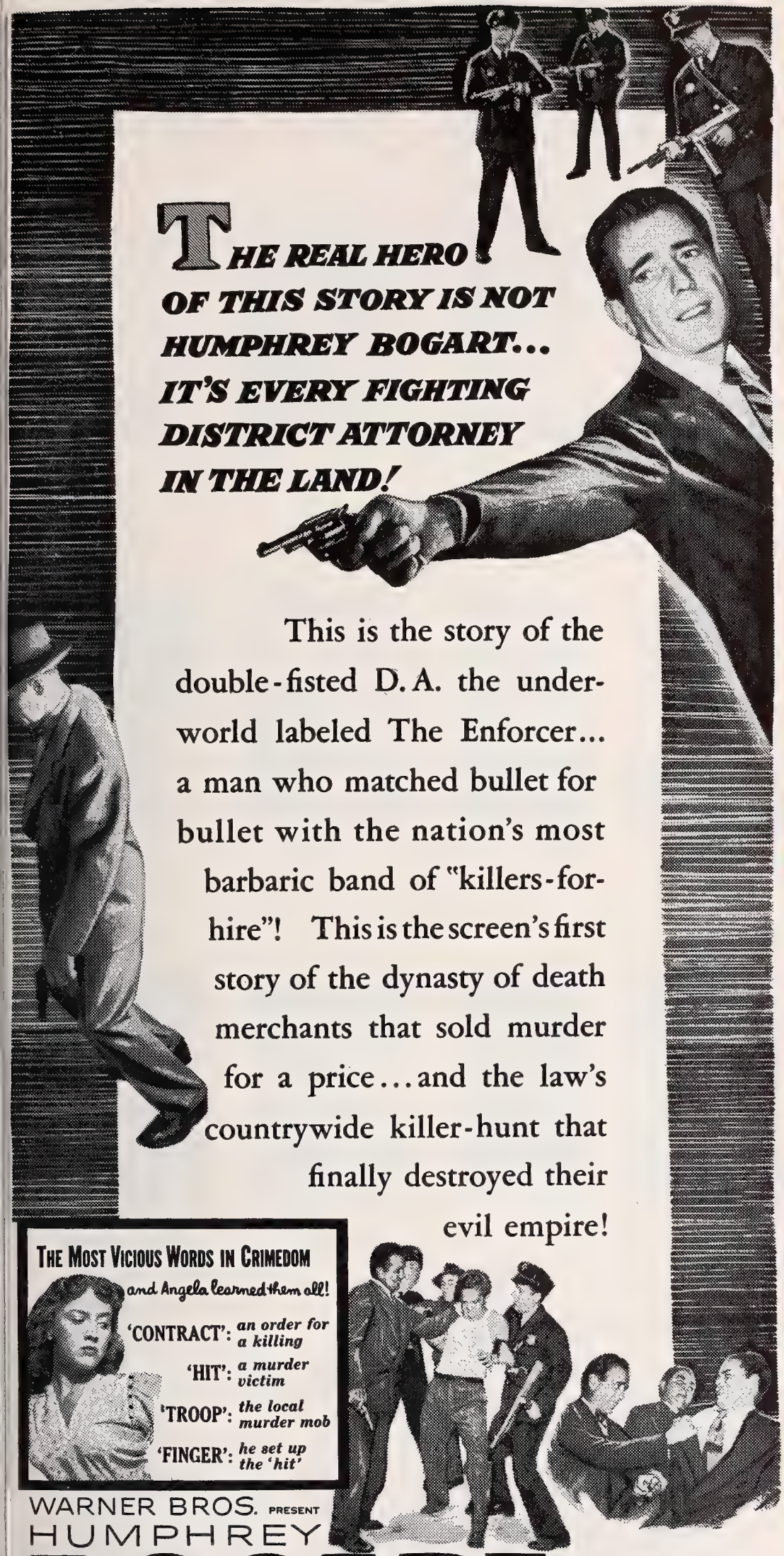
Marjorie Morrow, former Eastern talent head of Warner Brothers, and for the past several years casting director for Columbia Broadcasting, has opened her own offices in the Paramount Building here to act as casting consultant for films, television, radio and theatre, starting out with a casting contract for the Somerset Maugham show on CBS-TV.

Rules N.Y. State Can Censor Theatre TV

Albany, Jan. 24.—Attorney-General Nathaniel L. Goldstein ruled today that New York State has the right to license and censor television programs presented commercially at amusement places, including theatres, just as it does motion pictures.

Goldstein's ruling was given to the State Education Department to clarify the department's position with respect to the growing number of theatres now projecting TV shows.

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THE REAL HERO OF THIS STORY IS NOT HUMPHREY BOGART... IT'S EVERY FIGHTING DISTRICT ATTORNEY IN THE LAND!

This is the story of the double-fisted D.A. the underworld labeled The Enforcer... a man who matched bullet for bullet with the nation's most barbaric band of "killers-for-hire"! This is the screen's first story of the dynasty of death merchants that sold murder for a price...and the law's countrywide killer-hunt that finally destroyed their evil empire!

THE MOST VICIOUS WORDS IN CRIMEDOM

and Angela learned them all!

'CONTRACT': *an order for a killing*

'HIT': *a murder victim*

'TROOP': *the local murder mob*

'FINGER': *he set up the 'hit'*

WARNER BROS. PRESENT

HUMPHREY

BOGART "THE ENFORCER"

WITH ZERO MOSTEL • TED de CORSIA • ROY ROBERTS • EVERETT SLOANE

DIRECTED BY BRETAIGNE WINDUST Written by Martin Rackin PRODUCED BY MILTON SPERLING

UNITED STATES PICTURES PROD DISTRIBUTED BY WARNER BROS.

FIRST AT THE CAPITOL N.Y. TODAY!

TV Editors

(Continued from page 1)

and films. Television is not its own medium. It is ignoring the vast creative possibilities, which are its right, making for a depressing outlook for the future of the medium. Only Dave Garroway, Kukla, Fran & Ollie and one or two other programs are attempting anything new for TV itself."

And others say: "TV is in a rut already. It should be 'live' as films are not, and visual as radio is not. But it is staying in their grooves; not exploring its own."

There also is a mounting cry for "new faces" in television, and fewer of the old familiars from stage, radio, films and vaudeville.

Has Radio's Faults

Many of the editors' criticisms parallel their ancient complaints about radio, which apparently is only natural since they find today's television pretty much a carbon copy of radio "with pictures added." There are too many commercials, too many "corny" ones, far below even the standards of the entertainment (*sic*) offered on TV. There is too much applause and other annoying manifestations from studio audiences. There are too many comedy-variety programs, most of them are mediocre and the variety programs lack variety, the critics say.

Another complaint carried over from the radio scene by the critics is the practice of rival networks in pitting several good shows against each other at the same hours—"Both audiences and television are the losers" whenever that happens, the critics observe.

More public service programs and closer TV alliances with educational institutions are in the forefront of the critics' suggestions to networks for meeting their responsibilities to the public and progressing toward new goals for the medium. They asked for more musicals, more classical music and better comedy programs.

No Cries for Color

There is no insistent clamor among the editors for color. They express the opinion that color television might well be forgotten until such time as the black-and-white image has been improved upon and the medium made of real service in its present form. Little on television today calls for color, many of them opine, and until its cameras are at home out in the great exteriors of nature, where they seldom venture now, color is a mere fillip which has no power to raise the standards of mediocre programming.

The editors made no requests for motion pictures on television, either for-free or on a pay-as-you-see basis. Apparently their views on the subject were covered completely while they deplored the way in which they find television borrowing from the other entertainment media instead of blazing its own trail, as they believe it shou'd be doing.

Many of them remarked that more channels are needed, that many good shows are not being seen in the sticks.

On the technical side, the editors feel that there still is much room for improvement in TV lighting and sound reproduction and in camera work. ("Garroway at Large" has the cleverest camera and technical work of any show on TV at present, said one.) Cameramen on TV should be taught to work from the viewpoint of the home receiver, and TV performers need to be taught to play to the camera, not the studio audience, others admonish.

Types of programs which the critics think are most needed on television, in addition to the public service and educational programs mentioned previously, include good drama, fantasy, opera, ballet, musical comedy, documentaries (especially daytime), spot coverage of events offering visual action, regular coverage of United Nations sessions, more children's programs, panel discussions with recognized authorities and "serious" music. The demand among critics for classical music on television was indicated in the lightness of their voting in that category of the 1950 poll. Fewer total votes were cast than in any other category, presumably because many of the critics thought current offerings in that category were inadequate. Perhaps in desperation, enough of them turned to Fred Waring to give his orchestra a third place in the classical division, which was a recourse they never were forced to in the 15 years of the MOTION PICTURE DAILY-*Fame* radio poll.

One scoffer said the type of program most needed on TV is "any good one."

TV Champions for 1950



Sid Caesar



Imogene Coca



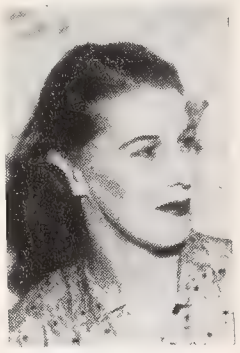
Jerry Lewis



Fred Waring



Groucho Marx



Martha Rountree
Producer,
Meet the Press



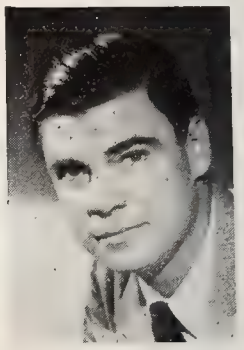
J. C. Swayze



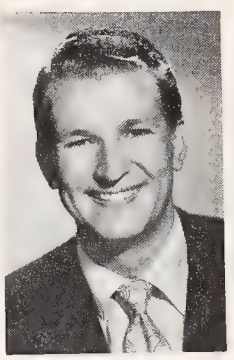
Ransom Sherman



Howard Barlow



Bert Parks



Bud Collyer



Dennis James



Burr Tillstrom
Producer,
Kukla, Fran & Ollie



Worthington Miner
Producer, ***Studio One***



S. Pat Weaver
Producer,
Colgate Comedy Hour

NBC-TV Captures 16 of 21 'Firsts'

NBC-TV programs and performers completely dominated the second annual television poll conducted by MOTION PICTURE DAILY for *Fame*.

The American newspaper and magazine television editors and columnists who participated in the poll awarded 16 first places out of a total of 21 to NBC-TV. The remaining firsts were distributed as follows: CBS-TV, three; ABC-TV, one, and DuMont, one.

Second place awards were apportioned as follows: CBS-TV, 11; NBC-TV, seven; ABC-TV, one, and WPIX, one. Third place: NBC-TV, 13; CBS-TV, six; ABC-TV, one; DuMont, two. Five ties figured in the third place balloting.

NBC-TV's dominance of the first places was aided materially by the strong showing of Max Liebman-produced Your Show of Shows and its stars, Sid Caesar and Imogene Coca. The program and its stars together captured a total of six first places in the 1950 balloting.

NBC-TV also swept the first three places in the voting for Best Comedy Show of 1950. It was the only category in the poll to be captured by a single network.

In the Best Comedian division NBC-TV placed three performers by virtue of a third place tie. Second place went to Alan Young of CBS-TV.

Complete Results of 1950 Fame Video Poll

COMPLETE results of the voting by American newspaper and magazine television editors and columnists in MOTION PICTURE DAILY's second annual television poll for *Fame* are given herewith. Sponsors, agencies, networks and telecast time (E.S.T.) are given for first place winners, network only for others.

BEST NETWORK PROGRAM

1. Your Show of Shows (Benrus Watch Company—J. D. Tarcher Company; Crosley Div. Avco Mfg. Corp.—Benton & Bowles; Minnesota Mining & Manufacturing Co. Batten, Barton, Durstine & Osborn; The S.O.S. Company—McCann-Erickson; Snow Crop Marketers—Maxon, Inc.; NBC-TV, Saturdays, 9:00-10.30 P.M.)
2. Studio One (CBS-TV).
3. Dean Martin & Jerry Lewis (NBC-TV).

BEST TELEVISION PERFORMER

1. Sid Caesar (Your Show of Shows Benrus Watch Company, J. D. Tarcher Company; Crosley Div. Avco Mfg. Corp., Benton & Bowles; Minnesota Mining & Manufacturing Co., Batten, Barton, Durstine & Osborn; The S.O.S. Company, McCann-Erickson; Snow Crop Marketers, Maxon, Inc.—NBC-TV, Saturdays, 9:00-10:30 P.M.)
2. Jimmy Durante (NBC-TV).
3. Arthur Godfrey (CBS-TV).

MOST PROMISING MALE STAR

1. Jerry Lewis (The Comedy Hour—Colgate-Palmolive-Peet Co.—Ted Bates & Sherman & Marquette—NBC-TV, every 4th Sunday, 8:00-9:00 P.M., currently on leave of absence).
2. Jerry Lester (NBC-TV).
3. Jan Murray (CBS-TV—discontinued; now only on CBS).

MOST PROMISING FEMALE STAR

1. Imogene Coca (Your Show of Shows—Benrus Watch Company, J. D. Tarcher Company; Crosley Div. Avco Mfg. Corp., Benton & Bowles; Minnesota Mining & Manufacturing Co., Batten, Barton, Durstine & Osborn; The S.O.S. Company, McCann-Erickson; Snow Crop Marketers, Maxon, Inc.—NBC-TV, Saturdays, 9:00-10:30 P.M.).
2. Faye Emerson (CBS-TV).
3. Dagmar (NBC-TV).

BEST DRAMATIC PROGRAM

1. Studio One (Westinghouse Electric Corp.—McCann-Erickson—CBS-TV, Mondays, 10:00-11:00 P.M.).
2. Pulitzer Prize Playhouse (ABC-TV).
3. Robert Montgomery Presents (NBC-TV).

BEST COMEDY SHOW

1. Colgate Comedy Hour (Colgate-Palmolive-Peet Co.—NBC-TV, Sundays, 8:00-9:00 P.M.).
2. Texaco Star Theatre (NBC-TV).
3. Jimmy Durante Show (NBC-TV).

Television Editors Find 15 Local TV Programs Worthy of Special Mention

Newspaper and magazine television editors and columnists participating in the *Motion Picture Daily-Fame* second annual television poll had kind words—and some votes—for a total of 15 local television programs.

The Dell Courtney Show on KPIX, San Francisco, won considerable critical acclaim, as did Two for the Show, WOC-TV, Davenport, Ia. WSYR-TV's Charade Parade in Syracuse received some pats on the back, as did "Around the House," WNBK, Cleveland, and Beat the Press, Indianapolis.

Several local programs were popular with the critics on the West Coast in 1950. Hollywood, for example, likes the Alan Young Show, while Pasadena likes KTLA's Ina Ray Hutton All-Girl Revue. New Yorkers' favorable mentions went to WPIX's Voice of People, to Broadway Open House, Robert Q. Lewis, Children Should Be Heard and The Stork Club.

The Columbus, O., voters commended Meetin' Time with Sally Flowers, but a captious critic in Cincinnati opined that the best local program to be seen in that municipality is a test pattern.

In the Pacific Northwest the Seattle voters said Clipper Capers, with Bardahn and Boreson, is about the best local program available. Pat 'n Johnny on WXYZ-TV also figured in the critics' mentions.

BEST COMEDIAN

1. Sid Caesar (Your Show of Shows—Benrus Watch Company, J. D. Tarcher Company; Crosley Div. Avco Mfg. Corp., Benton & Bowles; Minnesota Mining & Manufacturing Co., Batten, Barton, Durstine & Osborn; The S.O.S. Company, McCann-Erickson; Snow Crop Marketers, Maxon, Inc.—NBC-TV, Saturdays, 9:00-10:30 P.M.).
2. Alan Young (CBS-TV).
3. Jimmy Durante (NBC-TV) and Milton Berle (NBC-TV) tied.

BEST COMEDIENNE

1. Imogene Coca (Your Show of Shows—Benrus Watch Company, J. D. Tarcher Company; Crosley Div. Avco Mfg. Corp., Benton & Bowles; Minnesota Mining & Manufacturing Co., Batten, Barton, Durstine & Osborn; The S.O.S. Company, McCann-Erickson; Snow Crop Marketers, Maxon, Inc.—NBC-TV, Saturdays, 9:00-10:30 P.M.)
2. Gracie Allen (CBS-TV).
3. Frances Langford (DuMont)

BEST VARIETY PROGRAM

1. Your Show of Shows (Benrus Watch Company—J. D. Tarcher Company; Crosley Div. Avco Mfg. Corp.—Benton & Bowles; Minnesota Mining & Manufacturing Co.—Batten, Barton, Durstine & Osborn; The S.O.S. Company—McCann-Erickson; Snow Crop Marketers—Maxon, Inc.; NBC-TV, Saturdays, 9:00-10:30 P.M.).
2. Toast of the Town (CBS-TV).
3. Texaco Star Theatre (NBC-TV).

BEST CLASSICAL MUSICAL SHOW

1. Voice of Firestone (Firestone Tire & Rubber Co.—Sweeney & James Co.—NBC-TV, Mondays, 8:30-9:00 P.M.).
2. Operatic Telecasts (CBS-TV).
3. Fred Waring (CBS-TV).

BEST POPULAR MUSICAL SHOW

1. Fred Waring Show (General Electric Co.—Young & Rubicam—CBS-TV, Sundays, 9:00-10:00 P.M.).
2. Perry Como Show (CBS-TV).
3. Cavalcade of Bands (WABD) and the Wayne King Program (NBC-TV) tied.

BEST EDUCATIONAL OR PUBLIC SERVICE PROGRAM

1. Meet the Press (Revere Copper & Brass, Inc.—St. Georges & Keyes, Inc.—NBC-TV, Sundays, 4:00-4:30 P.M.)
2. United Nations Sessions (CBS-TV).
3. American Forum of the Air (NBC-TV).

BEST QUIZ SHOW

1. You Bet Your Life (De Soto Div. of the Chrysler Corp.—Batten, Barton, Durstine & Osborn—NBC-TV, Thursdays, 8:00-8:30 P.M.)
2. Who Said That? (NBC-TV).
3. Stop the Music (ABC-TV).

BEST CHILDREN'S PROGRAM

1. Kukla, Fran & Ollie (Ford Motor Division—J. Walter Thompson, Radio Corp. of America—J. Walter Thompson, and Sealtest, Inc.—N. W. Ayer & Son; NBC-TV, Monday through Friday, 7:00-7:30 P.M.).
2. Howdy Doody (NBC-TV)
3. Hopalong Cassidy (NBC-TV) and Mr. I-Magination (CBS-TV) tied.

BEST MASTER OF CEREMONIES

1. Bert Parks (The Bert Parks Show—General Foods Corp.—Young & Rubicam—NBC-TV, Wednesdays and Fridays, 3:30-4:00 P.M.; Break the Bank—Bristol-Myers Co.—Doherty, Clifford & Shenfield—NBC-TV, Wednesdays, 10:00-1030 P.M.; Stop the Music—Admiral Corporation, Kudner Agency, ABC-TV, Thursdays, 8:00-8:30 P.M.—P. Lorillard Co., Lennen & Mitchell, ABC-TV, Thursdays, 8:30-9:00).
2. Dave Garroway (NBC-TV).
3. Ed Sullivan (CBS-TV)

BEST ANNOUNCER

1. Bud Collyer (Break the Bank—Bristol-Myers Co.—Doherty, Clifford & Shenfield—NBC-TV, Wednesdays, 10:00-10:30 P.M.)
2. Bill Goodwin (CBS-TV).
3. Tony Marvin (CBS-TV)

BEST NEWS COMMENTATOR

1. John Cameron Swayze (Camel News Caravan—R. J. Reynolds Tobacco Co.—William Esty Co.—NBC-TV, Mondays through Fridays, 7:45-8:00 P.M.)
2. Douglas Edwards (CBS-TV).
3. Ted Collins (NBC-TV)

BEST SPORTSCASTER

1. Dennis James (Wrestling with Dennis James—Bond Clothing Stores—Grey Advertising—DuMont, Mondays, 9:00-11:00 P.M.; Boxing—spot announcements—DuMont, Thursdays, 9:30-11:00 P.M.)
2. Jimmy Powers (WPIX).
3. Bill Stern (NBC-TV)

BEST DAYTIME PROGRAM

1. Ransom Sherman (Sustaining—NBC-TV, Mondays through Fridays, 3:00-3:30 P.M.).
2. Garry Moore Show (CBS-TV)
3. Kate Smith Show (NBC-TV).

BEST MYSTERY SHOW

1. Suspense (Electric Auto-Lite Co.—Cecil & Presbrey—CBS-TV, Tuesdays, 9:30-10:00 P.M.).
2. Lights Out (NBC-TV).
3. Martin Kane—Private Eye (NBC-TV).

BEST COMMERCIAL PRESENTATION

1. Lucky Strike on This Is Show Business (American Tobacco Company—Batten, Barton, Durstine & Osborn—CBS-TV, Sundays, 7.30-8:00 P.M.)
2. Old Gold on Dennis James Program (DuMont).
3. Ford Motors on Kay Kyser Show (NBC-TV)

1950 TV Poll

(*Continued from page* 1)

Promising Male Star of 1950. Studio One repeated its achievement of the previous year, the Worthington Miner production again being voted Best Dramatic Program on TV. Musical honors went to Voice of Firestone, for which Howard Barlow is conductor, in the classical division, and to the Fred Waring Show in the popular classification.

Groucho Marx's "You Bet Your Life" won out over Who Said That? as Best Quiz Show. The latter program was first the previous year. Burr Tillstrom's Kukla, Fran & Ollie repeated in the Best Children's Program division in a close race with Howdy Doody, which finished third in that category in the 1949 poll.

Meet the Press Wins

Martha Rountree's Meet the Press was voted the Best Educational or Public Service Program of 1950. TV's Best News Commentator, in the opinion of the editors, is NBC-TV's John Cameron Swayze. The Best Sportscaster of 1950 was DuMont's Dennis James. Bert Parks was voted the Best Master of Ceremonies, and Bud Collyer the Best Announcer.

Daytime Program honors went to Ransom Sherman of NBC-TV. Suspense was voted the Best Mystery Show. Lucky Strike's commercials were voted the best on TV in 1950.

As was characteristic of the 15-year-old MOTION PICTURE DAILY-*Fame* radio poll, the editor-critics in most instances differ widely in their choice of programs with the public's favorites; that is to say with the public's favorites as rated by Hooper. Experience has shown, however, that the critics frequently forsake a popular program well before its Hooper rating drops and pick others long before the ratings discover them.

Name McDonnell to MPAA Post in D. C.

WASHINGTON, Jan. 24.—Col. Richard T. McDonnell, a former aide to Gen. Omar Bradley, has been named general manager of the Washington office of the Motion Picture Association of America.

McDonnell will take charge of personnel and of the running of the MPAA's Washington building, and eventually will take over running of its Academia Theatre. These duties are now assigned to Edward T. Cheyfitz, special assistant to MPAA president Eric Johnston.

McDonnell's taking over of these duties will leave Cheyfitz free to concentrate on television, liaison with top government officials, labor relations and other matters, it was said.

Sidney Schreiber, MPAA general counsel, and Fred W. DuVall, treasurer, returned to New York yesterday from conferences in Washington witn Eric Johnston relative to details of the Association's management which will be observed during Johnston's absence from the MPAA in connection with his duties as Economic Stabilization director. John G. McCarthy, MPAA foreign division chief, remained in the Capital for further talks with Johnson yesterday, and was due to return to New York today.

Film Wage Control

(*Continued from page* 1)

ing the film industry, and that the question of exempting film industry wages could then be reconsidered at some later date.

The set-up in the control schedule followed the swearing-in this morning of Motion Picture Association of America president Eric A. Johnston as administrator of the Economic Stabilization Agency. After being sworn in by Chief Justice Vinson, Johnston made a brief appearance before newsreel cameras, pleading for public support in the control effort.

Tenn. Bill Would Levy Drive-in Tax

KNOXVILLE, Tenn., Jan. 24.—Imposition of a tax on cars entering drive-in theatres is proposed in a bill introduced in the Tennessee legislature by the Knox County delegation. The levy would be five cents on cars with one passenger, 10 cents on cars with more than one.

OLYMPIA, Wash., Jan. 24.—Bills have been introduced in the Washington state legislature to limit admission taxes imposed by cities, towns and counties to not more than one cent on 20 cents or fraction thereof. Listed as Senate Bills No. 52 and 53, the measures were Senator Ganders'.

Would Make NY $1 Top

ALBANY, Jan. 24.—Senator MacNeil Mitchell, New York, introduced a bill today increasing the maximum premium for theatre and other admission tickets from 75 cents to $1.

MacNamara to 'Famous'

President Charles K. Feldman of Famous Artists Corp. today announced the appointment of Paul MacNamara, former vice-president in the Selznick organization, as executive vice-president.

Proposes TV Sportcasts Be Made Available to Public and Theatres

Chicago, Jan. 24.—A bill was filed in the Illinois House of Representatives at Springfield today which would bar any state tax-supported school from selling TV rights for sporting events to theatres for showing while the games are in progress unless there are no restrictions on public telecasts of such events.

The measure, introduced by Rep. Richard Stengel (D. Rock Island), is aimed at putting more sporting events on public television. University of Illinois football games were televised last season exclusively to Balaban and Katz's State Lake and Tivoli theatres here, which charged advanced admissions for the attractions. No public television was permitted while the games were being played.

20th-Fox Top Sales Heads to Meet Here

Division sales managers of 20th Century-Fox will hold a two-day meeting at the home office on Monday and Tuesday, to discuss sales policies and the line-up of key product for the coming year, it was announced here yesterday by Andy W. Smith, Jr., vice-president and general sales manager.

They will also hear about advertising plans for the pictures scheduled to be released during the next few months.

Attending the meeting, which will be presided over by Smith, will be company president Spyros P. Skouras, vice-presidents Al Lichtman and Charles Einfeld, plus division heads Herman Wobber, West; Harry Ballance, South; Arthur Silverstone, Canada; Martin Moskowitz, Empire State; E. X. Callahan, New England; Ray Moon, Central; Edwin W. Aaron, Midwest. In addition, Bryan D. Stoner and Paul Wilson, assistant division sales managers of the West and South, respectively, will be present.

Home office executives at the conferences will be W. C. Gehring, assistant general sales manager; Peter G. Levathes, short subjects sales manager; Clarence Hill, supervisor of exchanges; Frank Carroll, assistant to Smith; Jack Bloom, circuit contact; Lem Jones, executive assistant to Smith; Morris Caplan, statistician; Harry Mersay, in charge of prints, and Roger Ferri, editor of *Dynamo*, distribution house publication.

From the advertising and publicity department will be Rodney Bush, exploitation manager; Jonas Rosenfield, Jr., advertising manager, and Stirling Silliphant, promotion manager.

Top Video Award To Groucho Marx

HOLLYWOOD, Jan. 24. — Groucho Marx is the top television personality of 1950, in the view of the Academy of Television Arts and Sciences which handed out statuettes at a banquet last night. Best TV actress and actor awards went to Gertrude Berg (Molly Goldberg) and Alan Young.

Runners-up were: Best actor, Charles Ruggles; best actress, Imogene Coca; outstanding personality, Sid Caesar. Other winners included: Variety show —Alan Young Show; runner-up, Show of Shows. Dramatic show—Pulitzer Prize Playhouse; runner-up, Studio One. Games and audience participation —Ralph Edwards' Truth or Consequences; runner-up, Mike Stokey's Pantomine Quiz. Children's show—Time for Beany; runner-up, the Lone Ranger.

Kreh, Swan, Winners In F. and M. Drive

ST. LOUIS, Jan. 24.—Kenny Kreh, of the Pageant Theatre, St. Louis, and Harry Swan, of the Washington Theatre, Granite City, Ill., placed first and second, respectively, in the 13-week "Emphasis on Showmanship" campaign conducted by Fanchon and Marco-St. Louis Amusement Co. They were tops in the classification of best grosses.

Prizes in the drive, which concluded last Dec. 26, in greater St. Louis were awarded this week by Edward B. Arthur. The campaign was conducted in two segments, with a total of $2,150 in cash prizes. For the best increase in grosses over the same period last year, a total of $1,250, was offered, with a first prize of $500 and a second of $300. For the best showmanship campaign on any one program, a total of $650, with a first prize of $250 and a second of $150.

Other Winners

Besides Kreh and Swan, the respective winners in the best gross category were:

Hugo Doepke, Lafayette Theatre, Austin Knubley, Richmond Theatre, Hollis Schiermeier, Capitol Theatre, William Abeln, Gravois Theatre, Harold Running, Hi Pointe Theatre.

The respective winners in the showmanship campaign were: Marvin Stiver, Victory Theatre, James Tappella, Maplewood Theatre, Roy Muehlemann, Ambassador Theatre, Howard Albertson, Union Theatre, Joseph Keating, Lindell Theatre, Lou Coyle, Granada Theatre.

Showmanship campaigns were submitted on three programs. A special award for the best overall campaign on three programs was made to Dion Peluso, manager of the Fox Theatre.

Al Poos, district manager of the Northside Theatres, was awarded a prize of $250 for his district taking honors in the best gross contest among the districts.

Presents New Malco Profit-Sharing Plan

MEMPHIS, Jan. 24.—More than 50 managers of Malco Theatres, Inc., representing theatres in four states, met in Memphis today and heard the general management present a "partnership" plan.

An incentive plan by which managers of theatres operated by the Malco chain can share in the profits of the concern was presented by M. A. Lightman, Sr., president. Advertising, publicity and exploitation ideas were all emphasized as a means of "getting back into show business," on a basis of each manager becoming a "partner in the concern," through the profit sharing plan. A dinner and dance was held for the managers and their wives tonight at Hotel Gayoso.

NPA Order Assures Films of Solvent

WASHINGTON, Jan. 24. — The National Production Authority's recent order reserving refined methylene chloride for the film industry has taken care of the industry's needs, according to NPA film chief Nathan D. Golden.

Golden disclosed that reports from film companies say that the order arrived just in time, but has now done the job 100 per cent and there is no major difficulty any longer in obtaining this key solvent. Other chemicals, however, are proving troublesome, Golden said, but none are as important as methylene chloride.

NPA today issued two orders of interest to the film industry. One order was aimed at spreading more evenly among chemical firms priority orders for ethyl cellulose, another chemical used to make film. It provides that producers of this chemical will not be required to devote more than 40 per cent of any month's production to filling priority orders.

Another order reserved the use of nickel for military and essential civilian use by planning consumption for a long list of non-essential products.

Raw Stock Meet

(*Continued from page* 1)

NPA official an opportunity to exchange views on raw stock requirements and probable future availabilities. Golden has not yet obtained estimates from the military of their raw stock requirements for the emergency period, and until he has them the NPA will be unable to make any decisive arrangements.

Several preliminary conferences on raw stock needs and probable supplies already have taken place and film companies have been asked to prepare reports of their consumption of raw stock over recent periods and forward them to Sidney Schreiber, MPAA counsel here. Many of the companies' reports have not yet been completed.

To Honor Monogram President Broidy

HOLLYWOOD, Jan. 24.—Steve Broidy, Monogram president, will be Los Angeles' Mayor Fletcher Brown's guest in his executive chambers tomorrow to receive the mayor's congratulations on Monogram's 20 years of successful operation.

The ceremony is preliminary to "Monogram Week," to be observed nationally Feb. 11-17, marking the company's twentieth anniversary.

To Set 'Women' Bow

I. C. Lopert, president of Lopert Distributing Corp.; Sydney Deneau, vice-president and general sales manager, and Leon Brandt, director of advertising publicity, will leave here tomorrow for Washington to set plans for the world premiere of "Women Without Names," a Lopert release, at the Playhouse Theatre in the Capital.

NCCJ Dinner

(*Continued from page* 1)

will be Paul Reynaud, former premier of France, Rise Stevens, Metropolitan Opera star, and Eric Johnston.

Every exhibitor in the country will be asked to participate in the drive, it was announced.

Boost Films

(Continued from page 1)

media, from national magazines to trailer trucks, Mayer explained. He said nearly all will carry slogans on their stationery urging attendance at theatres.

Thirteen companies declined to cooperate, according to Mayer, nearly all of them on the ground that their service to other industries prevented them from singling out the motion picture business for special help. Mayer said 110 companies replied to 800 letters issued.

Mayer's Statement

"I believe this is the first time," Mayer said, "that companies serving this industry have united in an advertising campaign in our behalf. I have no idea of the number of people this free institutional advertising will reach, but obviously it will be large. I am sure that all branches of our business will be deeply appreciative of the help the industry will receive from these suppliers."

One sign company, Swanson-Nunn Signs, Inc., of Evansville, Ind., wrote COMPO that a legend in behalf of motion pictures would be incorporated in a sign on the front of the company's business building.

Included among the cooperating companies are also the following: Maharam Fabric Corp., New York; Fall City Theatre Equipment Co., Louisville; Lovett and Co., Clarksburgh, W. Va.; Automatic Devices Co., Allentown, Pa.; Thomas L. Leedom Co., Bristol, Pa.; Alexander Theatre Supply, Pittsburgh; J. F. Dusman Co., Baltimore; Streuber & La Chicott, Inc., New York; National Theatre Screen Refinishing Co.; Ballantyne Co., Omaha; Ampro Corp., Chicago; Blevins Popcorn Co.; Eastern New Mexico Theatre Supply; Westrex Corp.; Continental Electric Co., Geneva, Ill.; Abbott Theatre Equipment Co., Chicago.

Also, Motiograph Co., Chicago; Universal Sound Movie Co., Shelborne, Ind.; Irwin Seating Co.; Mason, Au and Magenheimer Confectionery Manufacturing Co., Mineola, L. I.; Crane Co., Chicago; Mission Dry Corp.; Heyer-Shultz, Inc., of New Jersey; Dominion Sound Equipment, Ltd., Montreal; Perskins Electric Co., Ltd., Montreal; Alton Manufacturing Co., Dallas; Western Theatre Supply, Omaha; Weaver Manufacturing Co., Los Angeles; Elmer H. Brient and Sons, Inc., Washington; General Theatre Supply, Ltd., Montreal; Pacific Concessions Service Co., Los Angeles.

Also, National Theatre Supply, Dallas; National Super Service Co., Toledo; Leathercote Co., Omaha; Equipo Sales, San Antonio; International Seat Corp., Union City, Ind.; Dunbar and Co., Chicago; Western Service and Supply, Denver; Goldberg Brothers, Denver; Theodore B. Robertson Products, Inc., Chicago; Universal Corp., Dallas; Multiple Products, Dallas; Auto-Vend, Inc., Dallas; National Simplex Bloodworth, Inc., New York; Arizona Film Supply, Tucson.

Other Firms

Also, Clint Phare Products Co., Euclid, O.; RCA Service Corp., Camden; J. E. McAuley Mfg. Co., Chicago; Quaker City Chocolate and Confectionery Co., Philadelphia; Alexander Theatre Supply, Pittsburgh; Aubrey-Moore and Wallace, Inc., Chicago; American Seating Co., Grand Rapids, Mich.; B. F. Shearer Co., Los Angeles; Western Theatre Equipment Co., San Francisco; Poblocki and Sons, Milwaukee; Projection Optics, Inc., Rochester; D. L. Clark Co., Pittsburgh; Fred W. Amend Co., Chicago; Southwestern Theatre Equipment Co., Houston; Walter H. Johnson Candy Co., Chicago; Walker-American Corp., St. Louis; Vincent N. Tate Co., Wilkes Barre, Pa.; Dr. Pepper Co., Dallas.

A. L. Eskin, 54

Funeral services were held in Boston late last week for A. L. Eskin, 54 years old, and an industry veteran, it was learned here yesterday. Eskin had been a film salesman for some 30 years, with M-G-M, 20th Century-Fox and Paramount, and in recent years he had been producing home-town reels in tieups with theatres.

Cinema Productions Deal

(Continued from page 1)

budget picture which will be produced entirely in New York this summer from a story now being written by Robert E. Sherwood. Lester Cowan, CPI production chief, will be the producer.

Sherwood is national chairman of the Council, which was formed last November to "bring more people to the theatre and more theatre to the people." Earnings from the film, for which a distributor is expected to be set shortly, "will be used as a foundation fund for financial aid to various branches of the theatre," it was stated.

Si H. Fabian, CPI board member, explained the deal and its purposes as follows: "Our motion picture group, formed for the purpose of making possible new projects such as this one, is proud to join forces with the legitimate theatre, through the Council. To us, the 'living theatre' is not only the stage but the motion picture theatre, as well. We will embark on other projects, not all, however, necessarily being production of films."

Announcement of the deal was made at the office here of Fred J. Schwartz, vice-president of Century Circuit. Present during the announcement to the press, in addition to Schwartz, were: Samuel Rosen, vice-president of Fabian Theatres; Cowan; William Cronin, of Comerford Theatres; Gerald Goode, executive director of the Council; Jock Lawrence, CPI acting secretary.

The picture, tentatively titled "Main Srteet to Broadway" will be the story of a girl who comes to New York to enter a stage career. Then stars from the legitimate theatre will be invited by the Council to appear in the film as "themselves," as will writers, directors, producers and musical figures from the theatre, Cowan said.

Sherwood said in a statement which was distributed that the arrangement will "aid in fostering new talent and bringing more living theatre to more communities throughout the country." He said the Council was concerned about the sharp reduction in the number of plays now "on the road," and he observed that the nation, "theatrically speaking, is on a starvation diet."

Negotiations for the deal were conducted on behalf of the Council by Sherwood, Katharine Cornell, Herman Shumlin, Arthur Schwartz and Goode. The film group was represented by its president, M. A. Lightman of Memphis; its chairman, Sam Pinanski, Theatre Owners of America president, and F. J. Schwartz and Fabian.

Other members of CPI include Frank J. Walker, Robert Dowling, George Skouras, Sam Rinzler, Kermit Stengel, and Harold Stoneman.

Pinanski has for long advocated a "wedding" of the legitimate stage and motion pictures. It is planned to release the film next November during National Theatre Week, which the Council will sponsor.

Business Better In Oregon Area

Portland, Ore., Jan. 24.—Major circuits operating in Portland and the Oregon area report business in downtown locations is holding up to normal compared to the same period in the previous year.

Southern Oregon houses report that business shows an increase of 10 per cent over the previous period. This increase is caused by heavier populations, good returns from lumber and agricultural products, unemployment being lower than in the previous year, as well as more extensive showmanship on product.

Business on Upswing, Burkett Tells Buyers

BOSTON, Jan. 24.—Business in theatres is on the upswing, James S. Burkett, independent producer releasing through Eagle Lion Classics, told New England film buyers and bookers at a luncheon here today.

"In the Los Angeles area theatre business was off between 35 and 40 per cent eight months ago," Burkett said, "but now it is recovering."

"Business in theatres located in the heavy defense-work areas in the Midwest is good and a swing through many sections of the country shows that business is getting better."

Burkett urged his listeners to stop talking about bad business.

Para. Extends Sales Drive Letters

Paramount has extended its program of sending a sales letter to exhibitors on each feature picture released, to include short subjects as well.

First short to be handled in this fashion, according to Oscar Morgan, general sales manager of short subjects and Paramount News, is the Paramount pacemaker, "Country Cop."

Barney Balaban Sells 40,000 Para. Shares

During Paramount Pictures' recent bid on the New York Stock Exchange for the purchase of 500,000 of its own common shares for the purpose of retirement, Barney Balaban, Paramount president, sold his 40,000 shares. Sale price, as stipulated in the bid, was $21.50. While the bid was open the company purchased a total of 311,816 shares.

Balaban sold his shares on Dec. 27. Early last year, however, he was granted options on 40,000 shares which have yet to be exercised.

Heller UA Deal

(Continued from page 1)

at least two days, but the deal could be finalized by the weekend if no unforeseen hitches develop.

Chaplin, to whom the proposition was presented last week in New York, is reported to have given it tentative approval after returning to the Coast. Pickford is said to have favored it from the beginning.

ANSWER TO YOUR TECHNICAL PROBLEMS...



The Altec Service Man

The Altec Service Man and the organization behind him

ALTEC SERVICE CORPORATION

161 Sixth Avenue, New York 13, N. Y.

PROTECTING THE THEATRE—FIRST PLACE IN ENTERTAINMENT

TO THE RADIO EDITORS
OF THE U. S. AND CANADA:



My deepest appreciation and sincerest
thanks for selecting me for the
3rd consecutive year as

CHAMPION OF CHAMPIONS

and

FAVORITE COMEDIAN



Sincerely,

JACK BENNY

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 69. NO. 19 NEW YORK, U. S. A., FRIDAY, JANUARY 26, 1951 TEN CENTS

Near 90% for Arbitration in Exhibitor Poll

Herald *Survey Reveals Clearance Top Problem*

Almost 90 per cent of exhibitors polled in a *Motion Picture Herald* survey are in favor of arbitration as a means of settling differences that arise in the buying and selling of films.

***The Herald,* in its issue out today, will disclose that it approached circuit and independent operators and exhibitor organization leaders with four questions:**

Whether they are for or against arbitration; what types of industry problems — clearance, run, bids or others—they believed could be settled by arbitration; whether they would prefer the arbitrator(s) to be

(*Continued on page 4*)

RKO in 13-Week TV Package Deal

RKO Theatres and radio-TV stations WNBC and WNBT have completed negotiations for a 13-week television-and-radio package deal to start on Monday, it was announced here yesterday by Harry Mandel, director of advertising-publicity for RKO Theatres, and Ted Cott, general man-

(*Continued on page 4*)

Georgia Would Tax All Features $500

Atlanta, Jan. 25. — Two Georgia House members are readying legislation to place a $500 tax on each feature film shown in the state, with the revenue going to charitable institutions. Rep. Charles Burgamy, of Sumter County, is co-sponsor.

Burgamy explained the fee would cover a particular film for a year with no limit on the number of copies that could be made. The Sumter legislator added that the State Revenue Commissioner would be the judge as to what constitutes a feature film.

Exhibitor Nominees As Arbitrators

The following industry personalities, listed in alphabetical order, were suggested in the *Herald* poll of exhibitors on arbitration as possible arbitrators:

Robert Coyne, George Dembow, Jay Emanuel, S. H. Fabian, Earl Hudson, Eric Johnston, Red Kann, Arthur L. Mayer, Thomas McConnell, Sam Pinanski, Trueman T. Rembusch, William F. Rodgers, George Schaefer, Spyros P. Skouras, Wilbur Snaper, Robert B. Wilby, Nat Williams and Mitchell Wolfson.

Wolf Finds Broad Business Upturn

Los Angeles, Jan. 25.—Theatre attendance, which has been on an upswing since early in December, is still increasing in numerous sections of the country, Marc J. Wolf, Variety Clubs International chief barker, said here today.

Wolf is here for conferences with Charles Skouras, assistant chief barker, and to attend a dinner honoring Dave Bershon of the local Variety tent on Monday. He has visited Variety tents in numerous other sections of the country during his current tour and, after leaving here Tuesday, will stop off at Houston and Dallas en route to his home in Indianapolis.

He said the industry's public relations are in good hands so long as Variety Club members continue to display the same eagerness to participate in local activities that he noted on his tour, citing Tent No. 39, Nevada, and Los Angeles Tent No. 25 as examples.

BRITISH GOV'T IN FILM PRODUCTION

Industry Care Will Prevent Rawstock Cuts, Golden Says

At a meeting here yesterday of industry executives, Nathan D. Golden, director of the Motion Picture-Photographic Products division of the National Production Authority, said industry conservation in film usages to meet a tightening film supply situation would, at present, preclude the need for government allocations of rawstock.

"I feel confident," Golden said, "that the problems now existing may be resolved without any undue hardship on the

(*Continued on page 4*)

'Cyrano' Holdovers Cited by Schaefer

Holding over for a total of 37 weeks in its first nine engagements, Stanley Kramer's "Cyrano de Bergerac," has opened its initial showings to the "strongest business of any road-show engagement in the last five years," according to George J. Schaefer, president and general sales manager of Stanley Kramer Distributing Corp., who cites a $50,000 advance sale in New York alone. He reported correspondingly heavy advances in Los Angeles, Chicago, Boston, Philadelphia, New Orleans, Miami Beach, San

(*Continued on page 4*)

To Finance, Supervise 3 Panels of Producers Under Year's Contract

By PETER BURNUP

London, Jan. 25.—The government Film Financing Corporation's plan for bringing a large segment of British film production into its orbit, as reported in Motion Picture Daily on Dec. 13, was officially disclosed here today by James H. Lawrie, managing director of the corporation.

Lawrie announced at a press conference that three panels of producers will be set up with financial backing amounting to an estimated £700,000 ($1,960,000) to make an undetermined number of pictures, but likely to aggregate at least 12. In addition to the government's participation in their financing,

(*Continued on page 4*)

Gallup and Schuyler In New Delft Posts

Marquette, Mich., Jan. 25. — On Feb. 1, a re-shuffling of the executive setup of Delft Theatres will become effective, with H. S. (Doc) Gallup, present president, becoming chairman of the board of directors and treasurer, and J. B. Schuyler assuming the presidency and also continuing as the cir-

(*Continued on page 4*)

Bigotry Hit by Johnston At 'Brotherhood' Dinner

"Bigotry is expensive foolishness any way you look at it," Eric Johnston, general chairman of "Brotherhood Week," Feb. 18-25, declared here last night in a message addressed to those attending a dinner sponsored by the amusements division of the National Conference of Christians and Jews, held at the Waldorf Astoria. Paul Reynaud, former French Premier, was guest of honor. More than 1,000 persons from the entertainment industry attended.

Johnston's speech was read by Basil Rathbone. Other speakers included J. Robert Rubin, Loew's, Inc. vice-presi-

(*Continued on page 4*)

20th Names Dickstein N. Y. Branch Head

Abe Dickstein has been appointed New York branch manager of 20th Century-Fox. The post had been vacated by Sam Diamond, who was promoted to Philadelphia branch manager. Andy W. Smith, Jr., 20th's distribution vice-president, said Dickstein will assume his new duties on Feb. 5.

Dickstein, who will serve under Martin Moskowitz, Empire State division manager, has been Metropolitan branch manager here for United Artists. He has been in the industry for 17 years.

Colosseum Signals For Negotiations

The Colosseum of Motion Picture Salesmen of America, whose contracts with distributors will expire on April 15, has notified the companies of its desire to open negotiations at this time for new contracts. Present pacts require 60 days notice of such desire prior to expiration date, David Beznor, attorney for the salesmen's union, has reminded the distributors.

Companies involved are: Universal, Columbia, Paramount, 20th Century-Fox, Monogram, Warner, RKO, Eagle Lion Classics and Republic.

Personal Mention

EDWARD L. HYMAN, vice-president of United Paramount Theatres, accompanied by SIMON B. SIEGEL, comptroller, have returned here from a visit to Springfield, Mass., where they met with SAMUEL GOLDSTEIN, president of Western Massachusetts Theatres.

•

LEON J. BAMBERGER, RKO sales promotion manager, is due to leave here over the weekend for Dallas to address the Allied Independent Theatre Owners of Texas convention there next week.

•

ALFRED E. DAFF, Universal worldwide sales director, and MAURICE BERGMAN, home office executive, left here last night for Kansas City and St. Louis. They will return on Monday.

•

BETTY KRONFELD of United Artists' foreign department, will be married here on Sunday to LEONARD KATZ of the *New York Post*.

•

SAM ZIMBALIST, producer, this week observes his 25th anniversary with M-G-M.

•

HARRY BUCKLEY, accompanied by MRS. BUCKLEY, have returned here from the Coast.

Negotiations In UA Deal Still Continue

HOLLYWOOD, Jan. 25.—It is reliably understood here that William J. Heineman will head up the management of United Artists if negotiations for acquisition of control of UA by the Krim-Benjamin-Heller syndicate are successfully concluded. Heineman is Eagle Lion Classics' vice-president in charge of distribution.

Attorneys for all parties today continue their meetings here on terms to be included in a contract, with indications that the conferences will continue over the weekend.

Vanguard Motion Is Denied in UA Action

New York Supreme Court Justice Carroll G. Walter yesterday denied Vanguard Pictures' motion for a $77,209 summary judgment against United Artists in connection with the former's breach of contract suit filed last August. The action will now go to trial.

The plaintiff alleges the amount is due under a contract for re-issuance of "Since You Went Away," "Rebecca," "Spellbound" and "I'll Be Seeing You."

Senate Unit Okays New Griffis Post

WASHINGTON, Jan. 25.—The Senate Foreign Relations Committee today approved President Truman's nomination of Stanton Griffis, head of Paramount's executive committee, as U. S. ambassador to Spain.

Review

"Cause for Alarm"

(*Metro-Goldwyn-Mayer*) *Hollywood, Jan. 25*

DIFFERENCES of opinion about this little number can be as numerous as the customers, for it's an odd and awkwardly shaped package. Strictly a gimmick story, in point of fact a radio script expanded for picture purposes, the picture does in 74 minutes the same kind of job which "Suspense" and similar programs knocked off in 30. Yet it has Loretta Young, who gives one of her top performances, with nobody nameful but Barry Sullivan alongside, and he as a short-lived heavy. Miss Young does a great job in a picture half her size, but the story, that ends on the gimmick as a radio program does, merely builds her admirers up to a letdown which is hard to reconcile with the use of her talent. Barring the lightning striking, as it struck the intrinsically similar "Sorry, Wrong Number," the picture appears to have slight box-office prospects.

The radio pattern is followed quite closely, the story depicting one turbulent day in the life of a faithful wife whose heart-stricken husband believes she and their doctor, an old friend of theirs, are trying to kill him off, by overdoses of heart stimulant, so they can have each other. To frustrate their fancied designs he writes a letter to the district attorney, struggles from his sick bed to watch from a window as she hands it to the postman, and then tells her what he has done, breaks out a pistol and announces he is going to kill her under circumstances which, with the letter, will establish self-defense as his motive. But he dies before he can shoot her, and she sets out in pursuit of the postman to regain possession of the letter before reporting her husband's death. This sets off a series of suspense-building incidents which culminate in the postman's unexpected return of the letter due to insufficient postage, and the story flops in a small heap on the screen unrelieved by even the expected sign-off stating a local station's call letters.

Others in the cast are Bruce Cowling, Margalo Gillmore, Bradley Mora, Irving Bacon, Georgia Backus, Don Haggerty, Art Baker and Richard Anderson; but it is all Miss Young's show. Tom Lewis, whose background is radio, produced, from a script by himself and Mel Dinelli, taken from a radio story by Larry Marcus. Tay Garnett directed.

Running time, 74 minutes. Adult audience classification. Release date, not set.

WILLIAM R. WEAVER.

Won't Ask Theatre TV Control Now

ALBANY, Jan. 25.—No legislation to implement the ruling yesterday by State Attorney-General Nathaniel L. Goldstein that the Department of Education can be empowered to regulate television programs shown in theatres will be proposed to the current session of the legislature, Charles A. Brind, Jr., department counsel, said here today.

The Education Department and the Board of Regents will study the ruling, which held that "no constitutional barrier" exists to the licensing of TV shows intended for commercial presentation. The final day for the introduction of bills for this session is Feb. 20 and Brind explained that the intervening time is insufficient for preparation of a bill, if one is deemed necessary.

The next Board of Regents meeting is scheduled for the latter part of February.

Color TV Appeal To Supreme Court

U. S. District Court in Chicago signed an order yesterday allowing the Radio Corp. of America and others to appeal the color television case to the U. S. Supreme Court. The order was signed in response to a petition filed earlier yesterday requesting leave to appeal.

Joined with RCA in the petition were National Broadcasting, RCA Victor, and seven interveners, it was announced.

Ad Executives Join NY Exhibitor Talks

Distribution advertising-publicity executives met here yesterday with the committee set up by Metropolitan New York area exhibitors to map a cooperative business-building drive and "listened sympathetically" as the exhibitors presented their plans. The meetings was held at the office of Howard Dietz, M-G-M advertising-publicity vice-president.

Oscar Doob, one of the circuit participants, said that the talks were still in the exploratory stage. He and other members of the exhibitor committee declined to discuss any specific steps proposed or discussed.

Other members of the exhibitor committee present were Fred J. Schwartz, Joseph Vogel, Edward Rugoff and Max A. Cohen.

Press Preview for Lesser's Vistascope

HOLLYWOOD, Jan. 25.—Sol Lesser's newly-formed Vistascope Corp. of America today demonstrated the French device to technicians and the press, using a test reel produced by inventor Achille Pierre Dufour to show the results obtainable, and later inviting the guests to inspect the invention itself.

Hall Books Skirball Film

RKO's "Payment on Demand," starring Bette Davis and produced by Jack Skirball, will follow "September Affair" at New York's Radio City Music Hall.

Polangin Leaving Buchanan on Coast

HOLLYWOOD, Jan. 25.—Frederick N. Polangin disclosed here today that he has resigned as vice-president in charge of the Hollywood-Los Angeles branch of Buchanan and Co., advertising agency, which handles many motion picture accounts both here and in the East.

Polangin, who is well known in motion picture advertising circles on both Coasts, said he will announce his future plans shortly.

$12,000 Opening Day For WB's 'Enforcer'

United States Pictures' "The Enforcer," starring Humphrey Bogart, which Warner is distributing, is understood to have opened to a $12,000 day's gross at its world premiere yesterday at the New York Capitol Theatre.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"The MAGNIFICENT YANKEE"
starring Louis CALHERN - Ann HARDING
A Metro-Goldwyn-Mayer Picture
plus SPECTACULAR STAGE PRESENTATION

5th record week! BORN YESTERDAY
A Columbia Picture
Victoria Broadway at 46th Street

DEAN Martin and JERRY Lewis in AT WAR WITH THE ARMY
A Paramount Picture
PARAMOUNT TIMES SQUARE
in person ELLA FITZGERALD
Steve Condos & Jerry Brandow
Russ Emery Boyd Raeburn and his orchestra
Extra! HARVEY STONE
Midnight Feature Nightly

The Mudlark
20th CENTURY-FOX
RIVOLI
BROADWAY AT 49th ST.

MAD WEDNESDAY!
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YESTERDAY *with lines around the corner*

"THE ENFORCER"



CAME UP AT THE CAPITOL, N.Y. AND PROUDLY REGISTERED

A SMASHING NEW SUCCESS FROM WARNER BROS.!!!

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HUMPHREY BOGART "THE ENFORCER"

WITH ZERO MOSTEL • TED de CORSIA
ROY ROBERTS • EVERETT SLOANE

DIRECTED BY BRETAIGNE WINDUST

PRODUCED BY MILTON SPERLING

Written by Martin Rackin

UNITED STATES PICTURES

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Poll

(*Continued from page* 1)

drawn from the industry, outside the industry, or made up of a board of three, including a distributor, an exhibitor and an outsider; and if they preferred the exclusive or partial use of industry arbitrators, what persons could they suggest as most competent to fill these posts.

More circuit operators than independents showed themselves to be in favor of arbitration but the difference was of no special significance with 86.7 per cent of the independents and 91.2 per cent of the circuits making up the combined average of 89.1 per cent supporting out-of-court settlements.

"Independents voted the clearance problem to be uppermost in the minds of 76.6 per cent of them; runs were next with 66.6 per cent; bidding rated as the third most important problem with 43.3 per cent; and "other" issues constitutes 23.3 per cent of independent exhibitor headaches," according to the *Herald's* findings.

Rawstock, Golden

(*Continued from page* 1)

industry." Toward that end, Golden said he would set up in his division a section devoted primarily to conservation, standardization and simplification procedures.

"The industry itself can contribute greatly to the avoidance of any critical situation in film supplies by exercising the utmost care in film usage and handling," he told the meeting.

The activity of the section Golden plans would apply to film usage by governmental agencies as well as that involved in the civilian economy, Golden told the group, which met with him at the Motion Picture Association of America office here.

Golden referred to an announcement earlier this week by DuPont notifying its customers that it was curtailing orders by 25 per cent. DuPont took the action, it was explained, as a result of commitments to produce an increased supply of X-ray film.

Hit hardest by this cutback would be the newsreels and small laboratories.

Those Present

Present at the meeting, which was held under the chairmanship of Paul Raibourn, vice-president of Paramount, were: Ellis G. Arnall, president of the Society of Independent Motion Picture Producers; William Brennan, Columbia; W. D. Kelly, Loew's; Bernard Goodman, Frank Cahill and Joseph Spray, Warner Brothers; Alan Friedman, DeLuxe Laboratories; Harry Mersay, 20th-Fox; Emment Cashman and E. J. Smith, RKO; Tom Murray, Universal; William Brenner, National Screen; Carroll Puciato, Realart; Norton V. Ritchey and Edward Morey, Monogram; Nick Tronolone, Pathe Laboratories; Frank LeGrand, Paramount Laboratories; Robert Hilton, United Atrists; Theodore Black, Republic; Norman Oakley and J. H. Kurtz, DuPont; William German, Brulatour, and Arthur L. Mayer, executive vice-president of the Council of Motion Picture Organizations.

On hand from the MPAA were Fred W. DuVall, Sidney Schreiber and Jack McCullough.

British Gov't Production

(*Continued from page* 1)

there will be an undefined amount of "supervision" over the productions by NFFC.

One production panel will consist of 10 producers nominated by J. Arthur Rank which will operate at Pinewood studio; another will consist of up to six producers nominated by Associated British Pictures Corp. operating at Elstree studio, and a third will include an as yet undetermined number of novice producers which will work at the single-staged Southall studio, hitherto used by documentary producers under John Grierson.

The producers nominated to the panels have each been given one year contracts, subject to termination thereafter by either side on three months notice. Salaries will average £5,000 yearly.

Rank and ABPC will undertake to give all approved projects distribution guarantees up to 70 per cent of estimated budgets. The remaining 30 per cent will be provided by NFFC in cash, with completion guarantee arranged jointly by the distributor and NFFC. Lawrie revealed that he will also, in conjunction with distributors, negotiate bank discounting of the distribution guarantees.

Individual producers are to receive 25 per cent of the first £50,000 profit of a picture; 10 per cent of the second £50,000, and five per cent thereafter. Lawrie evaded replying to a question of who meets any losses which might be incurred. He said that NFFC and the distributor will jointly control expenditures at all stages of production, in addition to approval of scripts and budgets. It was clear, however, that in the ultimate resort such control would be exercised by Lawrie.

It was disclosed that at the end of 1950, NFFC loans amounted to £5,380,000, on which £385,000 has been repaid. An additional £200,000 is expected to be repaid within the next six months. NFFC's present capital is around £1,200,000, of which Lawrie estimates £700,000 will go to the three new production groups and the remaining £500,000 to other projects which may develop in line with the original financing purposes of NFFC.

The official handout stated "these amounts could see us through an important experiment of ordered finance and supervision," but under questioning Lawrie admitted that the capital might possibly be exhausted in six months. He added that in such an eventuality the government would have the responsibility of deciding whether to ask Parliament to vote additional public money.

Lawrie estimated that the Rank group of producers will make six pictures this year under the scheme, with an additional but uncertain number of pictures to come from the ABPC group. He emphasized that both Rank and ABPC will make other pictures with their own and other resources in the course of the year. The output of the third producers panel also is momentarily uncertain, nor was it disclosed whether its pictures will be second or first features. Lawrie declined to say whether that group would be regarded as self-supporting or just production trainees.

The press handout stated that the project is not a revolutionary one but rather, a logical development of the previous efforts to sustain Britain's declining production industry. It claimed to be aimed at simplification of the production process, thereby removing "anxiety and distraction" from the producer, making for efficiency and economy and more artistic freedom. The operation also was described as an "important experiment in ordered finance and supervision."

Lawrie emphasized repeatedly that the scheme does not bar responsible independent producers from coming to him with worthwhile projects for NFFC help.

While the legal formalities involved in the scheme are still incomplete, it was regarded as significant that Lawrie said the first film to be made under the new project will be Paul Soskin's "I Spy Strangers," which is already shooting.

Sir Michael Balcon is technical adviser for the entire project, as well as chairman of the producer panel nominated by Rank. However, Balcon will continue his own considerable production activity at Ealing studio as an independent producer. Also, announcement was made that John Christopher Smuts, attorney and former military governor of Trieste, has been made assistant to Lawrie and secretary to the NFFC board.

Gallup, Schuyler

(*Continued from page* 1)

cuit's general manager. Schuyler has been general manager for seven years, while Gallup has been at the helm of the circuit for some 37 years.

On the same date, L. J. Jacobs of Escanaba will retire as manager of the Delft and Michigan theatres in that city, but will continue as corporate secretary. Kenneth Vohs, presently assistant to Jacobs, will take over the management of the two Escanaba houses.

Circus P.A. to Para.

Frank Braden, circus press agent, has been appointed by Max E. Youngstein, Paramount advertising-publicity vice-president, to the post of special publicity representative for "The Greatest Show on Earth."

'Cyrano' Holdovers

(*Continued from page* 1)

Francisco and Washington. In New York, the film goes into its 11th week; in Los Angeles, into its 10th; and Miami Beach, its 7th. Memphis and Detroit will open within two weeks.

"We are booking the picture into many other sections of the country on a two-a-day reserved seat basis, with 20 to 25 more openings planned for the next six weeks," stated Schaefer.

RKO Package Deal

(*Continued from page* 1)

ager of WNBC and WNBT.

"This marks the first time a major theater circuit in the New York metropolitan area has entered into such a contract, and, it is expected to set a precedent for the theatre and motion picture industry," RKO Theatres stated.

Through the combined mediums of TV and radio, RKO Theatres plan to advertise and publicize their feature attractions and also their *"Let's Go Out to the Movies"* campaign. The contract contains options permitting RKO to continue the arrangement beyond the initial 13 weeks.

Miami Parade Set For 'Gun' Premiere

MIAMI, Jan. 25.—Thousands of vacationists are expected to line this city's Flagler Street tomorrow morning to witness a parade that will climax Universal-International's world premiere campaign for "Under the Gun."

The film will open tomorrow at the Carib, Miami Beach, and the Miracle, Coral Gables.

Johnston Hits

(*Continued from page* 1)

dent, and Rise Stevens, Metropolitan Opera singer. Louis Nizer, industry attorney, presided at the dinner which launched the industry's 1951 "Brotherhood" campaign.

Striking out at intolerance, Johnston declared that, "show business understands the high cost of bigotry, and the people in show business will be the first to understand when I say that our very survival today depends on cutting down the high cost of bigotry."

Citing the industry as a worthy example, he asserted that it "has never held a man's nativity against him; or the color of his skin; or the way he knots his tie—or the religious faith he follows. Skill and talent are what counts." He continued that "show business has held out equal opportunity and practiced social justice among all men. . . ." The industry learned long ago "that it couldn't afford to do otherwise," he declared.

Reynaud, who arrived in the U. S. on Wednesday, spoke on the present "state of mind of the free nations of Western Europe." He is here for a special five-week mission for the NCCJ which will take him to 20 cities.

Others invited to the dais last night were: Barney Balaban, Spyros Skouras, Ned Depinet, Nicholas M. Schenck, Nate Blumberg, Harry M. Warner, Harry Cohn, Herbert J. Yates, Gradwell L. Sears, Sterling Brown, of the NCCJ, Si Fabian, Bernard Goodman, Will Hays, Robert Mochrie, Francois Puax, French Consul General, Martin Quigley, Jr., Edmund Reek, Charles Reagan, Henderson Ritchy, Sam Rinzler, Herman Robbins, Sam Rosen, J. Robert Rubin, James Sauter, A. W. Schwalberg, Max E. Youngstein, Sol Schwartz, George Skouras, Jerry Pickman, Robert Merrill and James Jerauld.

Young Presents NCCJ Award To University of Miami

MIAMI, Jan. 25.—Robert R. Young, on behalf of the National Conference of Christians and Jews, today presented a citation to the University of Miami in recognition of its School of Human Relations.

Introduced by Dr. Everett Clinchy, president of the NCCJ, Young made the presentation to George C. Estill, vice-chairman of the board of trustees of the University.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 69. NO. 20 NEW YORK, U.S.A., MONDAY, JANUARY 29, 1951 TEN CENTS

Six Industry Units Study Conservation

NPA Names Four More Advisory 'Task Forces'

WASHINGTON, Jan. 28.—The appointment of four more task forces from the film industry to study conservation measures and make suggestions for limitation-allocation orders was announced here today by Nathan D. Golden, director of the National Production Authority's film branch.

At a recent meeting here, two such task groups were set up from the 35mm. motion picture equipment industry. Their reports are due by Feb. 9.

Two of the four groups announced by Golden today come from the silver sensitized goods (film) industry and the other two from the photographic apparatus and equipment industry, dealing largely in photographic supplies. All four must report within 30 days.

The appointment of the new task groups came as U. S. defense officials continued to warn of tightening material supplies.

Golden said that one task group

(*Continued on page 4*)

20th Sales Meet Today

The two-day home office meeting of 20th Century-Fox division sales managers will start here this morning with Andy W. Smith, distribution vice-president, presiding.

Attending will be company president Spyros P. Skouras and vice-presidents Al Lichtman and Charles Einfeld, who will participate in the discussions on forthcoming product and sales plans.

Division managers will present ter-

(*Continued on page 4*)

Briskin Release from Para. Weighed Here

Barney Balaban, Paramount president, and Y. Frank Freeman, vice-president and studio head, were considering the request of Sam Briskin for a release from his contract as aide to Freeman at the company's Hollywood studio, in meetings held here over the weekend. Freeman arrived

(*Continued on page 4*)

Yates Receives VFW Medal For His 'Americanism'

LOS ANGELES, Jan. 28.—The Veterans of Foreign Wars bestowed "its highest honor," a gold citizenship medal, on Herbert J. Yates, president of Republic Pictures, at a luncheon at the Hotel Biltmore here yesterday.



H. J. Yates

The award was voted to Yates by the 1,200,000 members of the VFW for his "outstanding contribution to Americanism" and was presented to him by VFW Commander-in-Chief Ralls. Yates is the 10th person to be so honored in the history of the national veterans organization.

In attendance at the luncheon were scores of industry leaders, high ranking officers of the Armed Forces in addition to state officials and civic leaders both from Los Angeles and elsewhere.

Accepting the VFW medal Yates said, "This is a glorious honor, made so because of the intent which motivated it, 'Americanism.' In this world of greed and aggression we should first seek peaceful ways of settling our problems with those nations that sincerely want peace. But if the price of peace means sacrifice of our God-given rights, then fight we must, as united Americans, until we crush those who would destroy our American way of life. Americans will never fail to fight to protect these sacred heritages."

Tri-States TOA in Convention Today

MEMPHIS, Jan. 28—Tri-States Theatre Owners, a TOA affiliate, will open its annual three-day convention at the Hotel Gayoso here tomorrow to discuss COMPO, unfair competition from outside interests, loopholes in Federal amusement taxes, television, and the many other problems facing the industry.

Gael Sullivan, executive director of the TOA; R. J. O'Donnell, Dallas, and Marc Wolf, president of Variety International, of Indianapolis, are expected to be among the key speakers;

(*Continued on page 2*)

Allied of Texas Opens Annual Meet

DALLAS, Jan. 28.—"Every exhibitor in the State of Texas" has been invited by Allied of Texas to attend that organization's annual convention, to be held at the Adolphus Hotel here tomorrow and Tuesday.

Among top speakers expected are Arthur Mayer of COMPO, from New York, and R. J. O'Donnell of Dallas. Sam Shain, exhibitor relations director of 20th Century-Fox, New York, will also address the convention.

Delegates have been promised a full report and explanation of "the

(*Continued on page 2*)

Tri-States Delegates Will Get 'Star Pool' Proposal

Delegates to the Tri-States Theatre Owners Association convention in Memphis, to be held today through Wednesday, will be sounded out on the possibilities of a proposal that a "star pool" be set up in Hollywood for the purpose of supplying small-town theatres with a steady stream of actors and actresses for brief personal appearances in conjunction with film programs.

Conceived by Edward Lachman, former president of Allied of New Jersey, it will be presented by him informally to the delegates at the convention of the Theatre Owners of America affiliate, Lachman disclosed here on Friday. He will attend the meetings not as an Allied member, but as president of Carbons, Inc., of Boonton, N. J.

The "star pool" plan calls for a large reserve of screen performers, each of whom would, from time to time, make appearances for 15 or 20 minutes on the stages of small-town theatres in several localities during the course of a single evening. The plan sets forth also that each such theatre could bring to its stage a different Hollywood personality practically every week.

Lachman said there is no doubt about the validity of the suggestion,

(*Continued on page 4*)

OCD Policy On Theatres To Be Liberal

No Present Plans Now To Close Theatres

WASHINGTON, Jan. 28.—Barring definite word of an imminent attack on a particular town or area, the government has no present plans for asking a theatre to close down or for asking people to cease congregating in public places.

That can be authoritatively stated after conversations with top Administration officials.

It was learned that the Council of Motion Picture Organizations had protested to the White House over recent reports that gave rise to a wide-spread fear, and many questions in the industry that such a shut-down might be imminent. In response to this protest and at White House request, the Office of Civilian Defense is presently preparing a statement of official policy for the theatre industry, with OCD officials hoping to have it ready by mid-week.

It is believed that this statement will

(*Continued on page 4*)

Film Wages Seen Hit

WASHINGTON, Jan. 28.—While film admissions and rentals are exempt from the price control law and so are not affected by the government's price freeze, film industry wages and salaries have been frozen at Jan. 25 levels as a result of the wage freeze order issued late Friday.

At least this is the concensus of opinion among government officials handling wage controls. None will

(*Continued on page 2*)

Name Whitman RKO Theatres Counsel

William F. Whitman has been named general counsel of RKO Theatres, it was announced here at the weekend by Sol. A. Schwartz, president of the theatre corporation.

Whitman has been a member of the RKO theatre legal staff for some 20 years. He is presently secretary of RKO Theatres Corp.

Personal Mention

SAMUEL GOLDWYN, JAMES A. MULVEY and HARRY ARCHINALL, of Samuel Goldwyn Productions, left here at the weekend for the Coast.

•

HERMAN M. LEVY, general counsel of Theatre Owners of America, will speak at the Lions Club luncheon to be held at the Casey Hotel, Scranton, tomorrow.

•

IRVING WORMSER, Columbia circuit sales executive, will leave here today for the South and Southwest, to visit company exchanges.

•

ARNOLD M. GRANT, industry attorney, has been elected national president of the Syracuse University's Law College Alumni Association.

•

HUGH OWEN, Paramount's Eastern and Southern division manager, has arrived in Atlanta from New York.

•

WILLIAM, F. BROIDY, Monogram producer, has returned to Hollywood after three weeks in New York.

•

E. Z. WALTERS, comptroller of Altec Service Corp., is in New York from the Coast.

•

ABE SCHNEIDER of Columbia Pictures is vacationing at Boca Ration, Fla.

Ticket Tax Income Dips, U.S. Reports

WASHINGTON, Jan. 28.—General admission tax collections during 1950—reflecting box-office business from Dec., 1949, through Nov., 1950, amounted to $356,723,866, a drop of just over five per cent from 1949 total collections of $375,768,499, according to an unofficial tally of figures released here by the U. S. Bureau of Internal Revenue today.

The 1950 collection total was slightly less than nine per cent below the 1947 total of $389,867,479, the highest total for any year since the Bureau has made available separate figures on general admissions.

The December collection figure, reflecting box-office business in November, totaled only $26,622,501, sharply below the Dec., 1949 figure of $33,513,950 and the second lowest total of any month in 1950. Only in February were collections lower. In 1949, December was the sixth best month and in the three preceding years December was the top month for the year.

Theatre owner groups have long argued that business is actually worse than the admission tax figures show. They point out that these figures do not take into account rising costs, the increasing number of theatres, and the fact that a pick-up in other entertainments, such as sports, might hide for an even greater drop in film-viewing.

Johnston Sponsors Preview of 'Affair'

WASHINGTON, Jan. 28.—Eric Johnston will be host tomorrow evening to government, military and naval officials at a dinner and private screening of Hal Wallis' "September Affair" at the Academia Theatre here.

Guest of honor will be the Italian Ambassador, Alberto Tarchiani, accompanied by Mrs. Tarchiani.

The picture, being released by Paramount, stars Joan Fontaine and Joseph Cotten, who will fly from Hollywood to attend the affair.

The event is to be a tribute to the Italian government for its support of American film-makers who have produced pictures in Italy.

Brandt in Top Post For JDA Campaign

Harry Brandt, head of Brandt Theatres and president of the Independent Theatre Owners Association, New York, will serve as chairman of the Joint Defense Appeal campaign cabinet—the overall planning group for the JDA drive in the Metropolitan New York area.

The Joint Defense Appeal is the fund-raising branch of the American Jewish Committee and the Anti-Defamation League of B'nai B'rith. The national goal of the campaign is $6,000,000, with half of that sum to be raised in this city.

In accepting the post Brandt said: "The programs of the AJC and ADL, developed down the years to fight anti-Semitism and all forms of prejudice and discrimination, are of paramount importance to all men concerned with the future of democracy."

Scroll to U. S. Steel

The sponsor and producer of the Theatre Guild-on-the-Air program, chosen by newspaper radio critics and editors in the MOTION PICTURE DAILY-*Fame* 15th annual radio poll, were presented with the winner's scroll by Martin Quigley, Jr., last evening. Irving S. Olds, chairman of the board of U. S. Steel, sponsor of the show, accepted the scroll on behalf of the company and the producers. The presentation was made during the time generally reserved for the commercials.

Tri-States TOA

(*Continued from page* 1)

also, Ray G. Colvin of St. Louis, and Sam Shain, exhibitor relations director of 20th Century-Fox.

Tomorrow's activities will include registration, visits to equipment and other theatre booths in the convention hall at the Gayoso, and a screening of "Bedtime for Bonzo."

Business sessions will be held Tuesday and Wednesday with speeches from national leaders and open forums for exhibitors in-between. Election of officers and resolutions are scheduled for Wednesday afternoon.

Delegates and their wives will attend the Skating Vanities at Ellis Auditorium Tuesday night. A banquet will be held Wednesday.

NEWS in Brief . . .

New products and services to be offered to exhibitors in 1951 will be the keynote of the first of a series of district sales meetings of the National Theatre Supply representatives to be held at the Hotel Hollenden, Cleveland, on Feb. 8-9.

•

The New York Film Critics here last night awarded its citations for 1950's motion picture "Bests," at the Rainbow Room in Radio City.

The awards, which this year were completely swept by 20th Century-Fox as far as American production was concerned, were presented by Critics' chairman Howard Barnes of the *New York Herald Tribune* at a reception given by the critics for the winners and members of the press.

•

Margaret J. Clancy, who for the last 18 years had been executive secretary to Spyros P. Skouras, president of 20th Century-Fox, was stricken with a heart attack at her desk at the home office on Friday and died on the same day at Polyclinic Hospital here.

•

CLEVELAND, Jan. 28.—The annual meeting of the Cleveland Motion Picture Exhibitors Association to elect officers and a board of directors, scheduled to be held here on Tuesday, has been postponed to Thursday.

•

CHICAGO, Jan. 28.—Despite a morning snowstorm, Universal-International's Technicolor "Tomahawk," had an excellent world premiere Friday at the Chicago Theatre, hitting close to the $10,000 mark. The only better opening at the theatre was "Louisa" last August.

•

MEMPHIS, Jan. 28.—All employes of Malco Theatres, Inc., who have been with the chain as long as two years as of Jan. 1, will share in the new profit-sharing incentive plan announced at the Malco managers meeting here.

•

David A. Lipton, Universal Pictures vice-president in charge of advertising and publicity, left New York over the weekend for California following two weeks of conferences with home office executives to set advertising and promotion campaigns.

•

MEXICO CITY, Jan. 28.—Leopoldo Ortega Casas, president, and all other officers of the National Exhibitors' Association of Mexico, were reelected for 1951 at the annual three-day convention of the NEA, held here, and attended by representatives of 1,800 theatres in this country.

•

SARASOTA, Fla., Jan. 28.—Jerry Pickman, executive assistant to Max Youngstein, Paramount advertising-publicity vice-president, arrived here today from New York to join the Cecil B. DeMille "Greatest Show on Earth" company, which arrived from Hollywood earlier for preparatory work on the picture at Ringling Bros. winter headquarters here.

Newsreel Parade

REPORTS from Korea and Eric Johnston in his new government post are current newsreel highlights. Other items include sports and fashions. Complete contents follow:

MOVIETONE NEWS, No. 9—Reports from Korea. Gem smuggler nabbed. Overland canal in Mexico. Carnival time in Italy. Beauty contest. News from the sports world: International ski meet.

NEWS OF THE DAY, No. 243—Diamond smuggler nabbed. UN forces advance in Korea. Eric Johnston sworn in as Economic Stabilization chief. Women to answer defense call. Skiing.

PARAMOUNT NEWS, No. 46—Tragedy in the Alps. Gen. Clark gives military report. Hat parade. Nation gets plan for wage-price curbs. Women return to defense jobs. Pre-Lenten carnivals.

TELENEWS DIGEST, No. 4-B—Top military leaders at Korean front. Gen. Eisenhower on tour. 'B36's' in England. Indo-China report. Ski thrills. Horse racing.

WARNER PATHE NEWS, No. 48—Korea report. Landslide levels Swedish villages. U. S. eyes new British jet. Eric Johnston sworn in as Economic Stabilization Administrator. Women back on defense jobs. 'Best-tressed' girl. Sports.

UNIVERSAL NEWS, No. 425—Korea report: Lull marks fighting. Diamond smuggler nabbed by U. S. India's Minister Nehru in Paris. Women back in defense jobs. Carnival time in Italy. Sports.

Allied of Texas

(*Continued from page* 1)

COMPO idea and its value to every exhibitor in the individual operation of his theatre," according to a Texas Allied organization bulletin, which predicted that, "this convention keynote will be a box-office boost."

The bulletin stated further that, "We expect to hold a Film Clinic to bring the idea of the Allied Caravan to all of you and to try and demonstrate its value if rightly used. These are days when film companies are pressing for the last dollar from the exhibitor's box-office. Up to a certain point we cannot criticize them for this, but in our belief it has gone beyond that point in many cases."

Wage Freeze

(*Continued from page* 1)

say so flatly, but this is their best opinion for the present. One official said that further study might bring a contrary interpretation, but he doubted it.

The confusion on industry wages stems from the fact that the Defense Production Act specifically exempts film industry prices, but says nothing about exempting wages. Some officials, including Price Stabilizer Di Salle, feel that the spirit of the law requires exempting both prices and wages in such industries. Both the wage freeze order made no exception and officials said they believed that under the letter of the law, film industry wages must be considered frozen.

Under the order, wages above the Jan. 25 levels can be paid only under the approval of the Wage Stabilization Board.

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BOSTON
RKO Scr. Rm. Tues. 1/30 10:30 A.M.
122-28 Arlington St.
BUFFALO
Mo. Pic. Oper. Scr. Rm.
Tues. 1/30 2:30 P.M.
498 Pearl St.
CHARLOTTE
Fox Scr. Rm. Tues. 1/30 2:00 P.M.
308 S. Church St.
CHICAGO
RKO Scr. Rm. Tues. 1/30 2:00 P.M.
1300 S. Wabash Ave.
CINCINNATI
RKO Scr. Rm. Tues. 1/30 8:15 P.M.
12 E. 6th St.
CLEVELAND
Fox Scr. Rm. Tues. 1/30 2:30 P.M.
2219 Payne Ave.
DALLAS
Para. Scr. Rm. Tues. 1/30 2:30 P.M.
412 South Harwood St.
DENVER
Para. Scr. Rm. Tues. 1/30 2:00 P.M.
2100 Stout St.
DES MOINES
Fox Scr. Rm. Tues. 1/30 1:00 P.M.
1300 High St.
DETROIT
Blumenthal's Scr. Rm.
Tues. 1/30 2:30 P.M.
2310 Cass Ave.
INDIANAPOLIS
Universal Scr. Rm.
Tues. 1/30 1:00 P.M.
517 N. Illinois St.
KANSAS CITY
Para. Scr. Rm. Tues. 1/30 10:30 A.M.
1800 Wyandotte St.
LOS ANGELES
RKO Scr. Rm. Tues. 1/30 2:00 P.M.
1980 S. Vermont Ave.
MEMPHIS
Fox Scr. Rm. Tues. 1/30 2:00 P.M.
151 Vance Ave.
MILWAUKEE
Warner Scr. Rm. Tues. 1/30 2:00 P.M.
212 W. Wisconsin Ave.
MINNEAPOLIS
Fox Scr. Rm. Tues. 1/30 2:00 P.M.
1015 Currie Ave.
NEW HAVEN
Fox Scr. Rm. Tues. 1/30 2:00 P.M.
40 Whiting St.
NEW ORLEANS
Fox Scr. Rm. Tues. 1/30 2:30 P.M.
200 S. Liberty St.
NEW YORK
RKO Scr. Rm. Tues. 1/30 11:30 A.M.
1270 Sixth Ave.
Preview Rm. B—7th Fl.
OKLAHOMA
Fox Scr. Rm. Tues. 1/30 10:30 A.M.
10 North Lee St.
OMAHA
Fox Scr. Rm. Tues. 1/30 1:00 P.M.
1502 Davenport St.
PHILADELPHIA
RKO Scr. Rm. Tues. 1/30 2:30 P.M.
250 N. 13th St.
PITTSBURGH
RKO Scr. Rm. Tues. 1/30 1:30 P.M.
1809-13 Blvd. of Allies
PORTLAND
Star Scr. Rm. Tues. 1/30 2:00 P.M.
925 N.W. 19th Ave.
ST. LOUIS
RKO Scr. Rm. Tues. 1/30 11:30 A.M.
3143 Olive St.
SALT LAKE CITY
Fox Scr. Rm. Tues. 1/30 3:00 P.M.
216 E. 1st St. South
SAN FRANCISCO
RKO Scr. Rm. Tues. 1/30 2:00 P.M.
251 Hyde St.
SEATTLE
Jewel Box Scr. Rm.
Tues. 1/30 2:00 P.M.
2318 2nd Ave.
SIOUX FALLS
Hollywood Thea.
Tues. 1/30 10:00 A.M.
212 N. Philips Ave.
WASHINGTON
Film Center Scr. Rm.
Tues. 1/30 10:30 A.M.
932 New Jersey Ave.

INDUSTRY GROUPS IN THE FIELD SET 'BROTHERHOOD' PLANS

Motion picture industry field groups promoting "Brotherhood Week," Feb. 18-25, as sponsored by the National Council of Christians and Jews, are concluding their programs for area participation in the promotion of racial and religious tolerance, which is the basic spirit of the annual "Brotherhood" campaign.

In Philadelphia, a mass meeting will be held today at Warner Brother's Aldine Theatre. At a recent meet in RKO's screening room and attended by all branch managers of Philadelphia exchanges, area chairman Norman Silverman, Republic branch manager, appointed Charles Zagrans of RKO and William Mansell of Warner to assist in arranging the program for the mass meeting. Publicity chairman Everett Callow of Warner set the wheels in motion with the printing of 100 22x28 two-color window cards announcing the meeting and the fact that all exchanges will be closed from 11 A.M. to 12:30 P.M. today so that all exchange employes and exhibitors could attend the meeting.

To help spread the idea of "Brotherhood Week" to exhibitors in the New York-New Jersey area, a special meeting for personnel of New York exchanges has been called for this morning at the Biltmore Theatre. Ben Abner is district chairman. Louis Nizer is expected to be a guest speaker. All local branch managers will attend the meeting.

Spyros Skouras, Jr., is exhibitor chairman, while Harry Mandel is publicity chairman for the area.

In Cleveland, Irwin Pollard, local industry "Brotherhood" chairman, announced a general meeting of all exchange employes and salesmen, and top exhibitors in the territory, to be held today, in WHK's new radio station. Martin G. Smith, Toledo, and Nes Auth, Akron, are exhibitor co-chairmen.

All circuits and independent theatres will have their district managers and managers at the meeting, as well as all office help. A special notice has been mailed to all Philadelphia Variety Club members asking them to attend. Branch managers have pledged the support of their publicity men who will personally contact newspaper, radio and television leaders in the exchange area.

In Los Angeles, Dr. William Young, regional director of the National Conference of Christians and Jews, will address a mass meeting of Film Row employes there today on plans for "Brotherhood Week."

Buffalo's pre-drive participation will be spearheaded at a mass meeting called for this morning at the local Variety Club by Dave Miller, Universal-International branch manager and "Brotherhood" distributor chairman, and James H. Eshelman, local exhibitor chairman.

Scheduled to attend the Buffalo meeting are all employes of Buffalo distribution companies and local theatres. Exchanges will be closed from 11 A.M. to one P.M. so that all workers can attend the meeting. Representatives from each religious faith will speak. Peter R. DeFazzio, Warner exchange head, is co-distributor chairman.

In Boston, 300 employes of local film exchanges will gather at the Hotel Bradford this morning to hear plans for the industry's participation there in "Brotherhood Week."

Chairman of the meeting will be Hatton F. Taylor, Boston branch manager for RKO Pictures, who heads the New England film distribution committee for "Brotherhood." John C. Dowd, regional chairman for "Brotherhood Week," will be the principal speaker.

The Northern Ohio territory has been divided into four groups, captained by Justin Spiegle, Eagle Lion Classics; Sam Lichter, 20th-Fox; J. J. Bruckner, Columbia, and Bill Twigg, Warner. Each captain has eight salesmen working to contact every exhibitor in the territory. All branches will be closed part-day.

20th Sales Meet

(*Continued from page* 1)

ritorial plans for the 1951 line-up, while advertising and publicity plans will be outlined by Einfeld with department heads Rodney Bush, exploitation manager; Jonas Rosenfield, Jr., advertising manager; Stirling Silliphant, promotion manager, and David Golding, publicity manager discussing specific campaigns.

Division managers are: Herman Wobber, West; Harry Ballance, South; Arthur Silverstone, Canada; Martin Moskowitz, Empire State; E. X. Callahan, New England; Ray Moon, Central; Edwin W. Aaron, Midwest. Also present will be assistant division sales managers Bryan D. Stoner and Paul Wilson of the West and South, respectively. Numerous other home office executives will join in the discussions.

George Miner, 63

OMAHA, Jan. 28.—George Miner, pioneer Wisconsin circuit operator, died at his home at Rice Lake, Wisc., last Wednesday at the age of 63, according to word received here at the weekend.

Star-Pool Proposal

(*Continued from page* 1)

which, he said, has come from theatre and circuit executives including Robert M. Weitman of United Paramount Theatres, who conclude that one sure way to circumvent television competition and reinvigorate theatre business is by having stars make frequent personal appearances.

Reminded that many stars have indicated reluctance to make personal appearance tours, Lachman replied that every star's contract should require that the performer be made available three months of each year for visits to small-town theatres.

Briskin

(*Continued from page* 1)

from the Coast by plane on Saturday for home office conferences, which will cover realignment of his studio executive staff in the event Briskin's requested release is granted.

Reached in Hollywood, Briskin said he has no wish to leave Paramount altogether, but hopes to be assigned to less pressing responsibilities than he has been carrying.

OCD Policy

(*Continued from page* 1)

stress the positive role that the industry and exhibitors can play in the civil defense effort—theatres as supply storehouses, first-aid stations and similar uses, and above all the importance of the industry as a medium for informing the public on civil defense programs. It is also expected that this statement will either flatly say or strongly imply that theatre owners have no cause for alarm that the government is about to put them out of business. Government officials put it this way: It is true that many theatres are very poor from a bomb-proof shelter point of view, but so is the average office building.

If the government has positive intelligence that attack is imminent in a particular area, it may ask people not to gather in public places. In the absence of such definite information, these officials continue, you just can't ask people not to congregate for an indefinite emergency period of days, weeks, months or years. Finally, they say, many theatres are extremely strongly constructed.

Study Conservation

(*Continued from page* 1)

from each industry branch is to make recommendations to NPA on plans and programs which the industry could put into effect to conserve, simplify, standardize, substitute and salvage scarce materials used by its companies. The conservation task group from the photographic apparatus industry will consist of E. S. Lindfors, Bell and Howell, chairman; Dudley Scholten, Argus Cameras; H. A. Schumacher, Graflex; S. J. Zagel, Compco Corp.; H. L. Olesen, Weston Electrical Instrument Corp., and Hy Schwartz, Kalart Co.

The conservation group from the silver sensitized goods industry consists of Harold Harsh, Ansco, chairman; C. H. Jordan, Kilborn Corp., and E. M. Melton of Bell and Howell.

The other task groups are to make suggestions for limitation orders similar to World War II, orders for use if and when such an order becomes necessary.

The photographic apparatus group on this subject will be headed by E. A. Springer, Wollensak Optical Co.; members are: N. B. Green, Eastman Kodak; Albert Drucker, Burke and James; Oscar Fisher, Oscar Fisher Co.; L. W. Munchmeyer, Ansco, and Fred Simmon, Simmon Bros.

The silver sensitized goods group on limitation will be J. C. Wilson, Haloid Co., chairman; A. H. Robinson, Kodak; J. M. Clark, E. I. duPont de Nemours, and L. P. Ratti, Anken Chemical and Film Corp.

The equipment manufacturers' task forces set up at a meeting here on Jan. 11 are to deal with conservation methods and suggestions for a limitation order, in case it is necessary. The first is headed by Rutledge B. Tompkins, International Projector, with the following members: O. B. Rendahl, National Carbon; Fred C. Matthews, Motiograph; E. J. Vallen, Vallen, Inc.; Leonard Satz, Raytone Screen Corp., and J. K. Elderkin, Forest Manufacturing Co.

The group working on a limitation order is composed of the following: Henry M. Fisher, DeVry Corp., chairman; P. F. Thomas, Altec-Lansing; C. S. Ashcraft, Ashcraft Manufacturing Co.; W. D. Hausler, Century Projector Corp.; H. B. Engel, GoldE Manufacturing Co., and R. H. Heacock, RCA Victor.

3 M-G-M Stars to Boston

BOSTON, Jan. 28.—Three M-G-M stars are slated to arrive in Boston tomorrow for the New England premiere of the "Magnificent Yankee," to be held at Loew's State Theatre Tuesday evening. They are Arlene Dahl, James Whittimore and Phillis Kirk.

TODAY'S NEWS TODAY

MOTION PICTURE DAILY

AIR MAIL EDITION

VOL. 69. NO. 21 NEW YORK, U. S. A., TUESDAY, JANUARY 30, 1951 TEN CENTS

Univ. Reports 1950 Net of $1,355,886

Compares with Loss of $1,125,851 in 1949

Universal Pictures yesterday reported a net profit of $1,355,886 for the fiscal year ended last Oct. 28. The result compares with a loss of $1,125,851 for the preceding fiscal year.

The company's annual report to stockholders showed income from operations of $55,591,085 for the 1950 fiscal year, compared with income of $56,738,335 in the preceding year. Current and working assets aggregated $35,264,344, and current liabilities amounted to $7,880,332, leaving net working capital of $27,384,012 or a ratio of four-and-one-half to one.

The report showed inventories, production advances to outside producers,

(*Continued on page 2*)

Vote on Blumberg Pact March 14

Universal stockholders will be asked to approve the new five-year employment contract with provision for an additional five years of consultative services for Nate J. Blumberg, company president, at their annual meeting, to be held on March 14 in Wilmington, Del.

The meeting will elect 13 directors, all present directors being up for reelection with the exception of Franklin Nevius, who resigned on Jan. 18. The other directors are: Robert Benjamin, Blumberg, Preston Davie, John G. Eidell, Albert A. Garthwaite, William German, Leon Gold-

(*Continued on page 2*)

New Tax Threatens Georgia Theatres

WASHINGTON, Jan. 29.—The Lower House of the Georgia legislature has approved a bill calling for a three per cent sales tax, including theatre admissions, according to Jack Bryson, legislative representative of the Motion Picture Association of America.

The measure is now before the State Senate and is given an excellent chance of passage, it was said. Bry-

(*Continued on page 2*)

Fox, Atlanta, Makes TV Fans Envious

Atlanta, Jan. 29.—The Fox Theatre here has been making regular use of its "Magnascreen" for a period of years, as occasion warrants, but recently it added as a "gag" when the big screen was opened to its full 1,600 square feet of picture this question at the bottom of the screen:

"Can your television set do this?"

Teen-agers Invade B'way; Grosses Up; $110,000 at Para.

High school students free from classes last week because of Regents' examinations gave Times Square a taste of youthful spirits and theatre daytime grosses were reminiscent of wartime and the days of industrial swing shifts.

Teen-age tastes turned toward film houses with stage shows, giving the Paramount, with "At War with the Army,"

(*Continued on page 6*)

City Investing Will Bid for First-Runs

An aggressive bidding policy for first-run product will be followed when City Entertainment Corp.'s new Syracuse house, the Astor, opens on Feb. 22, it was said here yesterday by Maurice Maurer, vice-president of the City Investing Corp. subsidiary.

Maurer revealed that City Investing Corp., headed by Robert W. Dowling, Jr., is in the market for first-run houses in all key cities and properties at present leased by the firm will be taken over as the leases run out.

This method of expansion will replace the extensive building program contemplated by Dowling but necessarily put in abeyance because of de-

(*Continued on page 6*)

Credit Curbs May Hit Film Building

WASHINGTON, Jan. 29.—Federal Reserve Board officials here said theatres will be included if they decide to issue a regulation curbing credit for commercial construction, but that the impact would be small in view of the already-tight restrictions imposed by

(*Continued on page 2*)

Jap Quota of 150 American Pictures Seen

Immediately upon signing of the American-Japanese peace treaty the Japanese government will declare a 150-picture-a-year quota on Hollywood product, it was predicted here yesterday by Robert M. Lury, veteran representative of U. S. film interests in Japan who now operates his own franchise organization in that country.

Lury's prediction is viewed as the first indication of the extent to which Japan would apply a quota on American films. He reminded that John Foster Dulles, representing the U. S., has been in Japan with a view to setting the stage for peace negotiations and predicted further that a treaty would be signed between the two countries in about a year.

On the basis of the number of U. S. pictures expected to be released in Japan during 1951, a quota of the size Lury foresees would represent a 120-picture cut. He said Motion Picture Export Association companies would

(*Continued on page 6*)

Another Extension Expected for Loew's

Another extension for Loew's to file its plans for divorcement and divestiture is expected to be granted in view of the Department of Justice's previous announcement that the company has indicated its willingness to seek a consent decree.

Originally, Loew's was to have filed its plan by Dec. 30, 1950, but an extension until tomorrow was granted. On Jan. 4, when the Warner decree was entered, Justice attorney Philip Marcus told the N. Y. Statutory Court that Loew's would begin negotiations with Justice for a consent decree. Loew's officers have made no such public acknowledgement and were unavailable for comment on the possible development.

OCD May Issue Theatre Plan Today

WASHINGTON, Jan. 29.—The Office of Civilian Defense hopes to issue tomorrow its statement outlining its policies toward the nation's theatres.

The statement, which is being prepared largely at the request of the Council of Motion Picture Organiza-

(*Continued on page 6*)

Assume Wages Are Frozen, Gov't Advises

Queries on Industry Deluge Wage Board

WASHINGTON, Jan. 29. — Answers to half-a-dozen questions on the wage status of film industry workers may be forthcoming from the Wage Stabilization Board in the next few days.

Meanwhile, government price-wage officials had one word of advice to the film industry and all other industries: Until you hear to the contrary assume that wages and salaries in your industry are frozen at January 25 levels.

Board officials, deluged with queries, said they are working to answer "fringe" questions just as fast as they can. There are many questions before them affecting the future of the film industry.

(*Continued on page 3*)

NEWS FLASHES

WASHINGTON, Jan. 29.--In what is regarded as a test case, Hollywood writer Lester Cole took to the U. S. Supreme Court today his fight to enjoin Loew's from suspending his contract because of refusal to answer questions of the House Un-American Activities Committee during that group's Hollywood hearings in 1947.

•

A. Fuller Sams, Jr., of Statesville, N. C., was elected president of the North and South Carolina Theatre Owners yesterday at a meeting of the board of directors held yesterday in Charlotte, it was reported here by the Theatre Owners of America. He succeeds H. D. Hearn who resigned.

J. B. Harvey, of Clover, S. C., was elected regional vice-president of TOA.

Personal Mention

GEORGE D. BURROWS, executive vice-president and treasurer of Monogram and Allied Artists, has returned to Hollywood from New York.

•

HAL WALLIS, producer, has been awarded the Citation of Merit of the Hollywood Foreign Correspondents' Association, for "promoting friendly relations between the United States and foreign countries through the production of outstanding pictures abroad."

•

P. W. MAHON, partner of Famous Players Canadian Corp. in the Strand and Orpheum theatres at Prince Albert, Sask., was in Toronto recently for conferences at the circuit's headquarters.

•

FOSTER M. BLAKE, Universal Pictures Western sales manager, has returned to New York following a tour of Western exchanges.

•

ALAN F. CUMMINGS, in charge of M-G-M exchange operations, and his assistant HAROLD POSTMAN, are due to return here today from Cincinnati.

•

MATTY POLON, in charge of film buying and booking for RKO's out-of-town theatres, left here last night for Chicago, Kansas City and Omaha.

•

TED IRWIN, manager for Commonwealth Theatres at Harington, Kan., has been elected president of the Harington Chamber of Commerce.

•

JERRY FAIRBANKS has flown from Hollywood to Chicago and Dayton, O., for conferences with Eastern network and agency video executives.

•

PIETRO BULLIO, president of Scalera Film Distributing Corp., is slated to return here from Italy on the *S.S. Liberte* on Friday.

•

MARTIN G. SMITH, president of Independent Theatre Owners of Ohio, and MRS. SMITH are vacationing in Florida.

•

ROBERT HOWARD has been named assistant manager of the Warner Art Theatre at Springfield, Mass.

•

IRVING RUBINE, vice-president of Robert Stillman Productions, is in New York from the Coast.

New Taxes Threaten

(*Continued from page* 1)

son said it represents a slight increase in film industry taxes, since there is now a tax that amounts to a two per cent admission tax on all tickets costing over 50 cents.

Bryson also reported that a two per cent sales tax has been proposed in New Hampshire and that a bill in North Dakota would authorize cities and villages to levy taxes and collect license fees from theatres and other amusement enterprises.

'U' Profit Up

(*Continued from page* 1)

etc., aggregating $26,839,773 last year, compared with $24,782,891 for the preceding year.

In his report to stockholders, Nate J. Blumberg, Universal president, reveals that the company's bank indebtedness was reduced by $2,446,000 last year; that the company purchased $1,035,000 principal amount of its debentures and 2,500 shares of its preferred stock at an average cost of $59.61 per share during the year. The latter are being held for sinking fund purposes.

Blumberg also refers to the company's new bank credit agreement, reported earlier, which runs to June 1, 1954, providing a maximum of $7,900,000, of which there is a revolving portion secured by the pledge of some of the company's pictures. The new credit agreement replaces an earlier one which would have expired on May 1, 1952. Indebtedness under the new agreement at the end of the fiscal year amounted to $5,054,000, compared with $7,500,000 in the previous year.

Blumberg's report reveals that there is a balance of $1,074,259 from excess profits tax refunds granted the company earlier, which is being carried as a contingency reserve pending completion of audits for the 1944-45 tax years.

He reports that the Universal studio has set up a special unit to study problems involved in production of films for television which, Blumberg says, the company believes may become "a major source of revenue." His stockholders' letter also expresses the view that government defense spending "ought to be of benefit to the motion picture industry."

The company's domestic distribution revenue last year was down to $36,815,050, from $37,365,304 in the previous year, and its foreign revenue was down to $18,776,035 from $19,373,031. Domestic selling and branch expenses were fairly constant at $10,042,426 last year, compared with $10,373,477 in the preceding year. General and administrative expenses rose from $2,199,626 in 1949 to $2,457,632 last year.

Credit Curbs

(*Continued from page* 1)

the National Production Authority on construction materials.

The curbs might, however, affect new film exchanges or office buildings, in addition to some of the theatre building now allowed.

The Board is considering issuing an order requiring any firm doing any commercial construction, whether new or remodeling, to put up a very large percentage of the cost itself, and cutting back the amount of borrowing that can be done to finance such construction.

To Confer on TV

WASHINGTON, Jan. 29.—A public conference on "The Problems of Television" was announced by the Federal Communications Commission today. The exact date of the conference and the agenda will be announced later.

Blumberg

(*Continued from page* 1)

berg, R. W. Lea, J. J. O'Connor, J. Arthur Rank, Budd Rogers, Daniel M. Sheaffer and G. I. Woodham-Smith.

Eidell was elected a director last year in a surprise move by cumulating approximately 63,000 votes which he controlled either personally or by proxy, although he was not a declared candidate in advance.

The company's proxy statement reveals that directors and officers as a group received fees and salaries last year aggregating $609,995, of which $78,000 was paid to Blumberg; $63,115 to J. Cheever Cowdin, who resigned as chairman of the board on Jan. 3, 1950, for severance pay, compensation for continuing in a consultative capacity and for remuneration up to the time of his resignation. William A. Scully, who resigned last Dec. 6 and is now on a four-year consultative basis, received $65,000; O'Connor, vice-president, $44,200; Benjamin, $34,800, including $33,550 paid for legal services to Phillips, Nizer, Benjamin and Krim, of which he is a partner, and to Goldberg, vice-president and treasurer, $32,250.

Blumberg's contract, reported earlier, calls for $1,500 weekly for five years, plus expenses, and $1,000 per week for five years thereafter in a consultative and non-exclusive capacity. In the event of his death, the latter payment is to be made to his heirs, partly in consideration of past, voluntary reductions of his salary.

Failure of the stockholders to approve the proposed employment contract will make it necessary for the board to negotiate a new employment agreement with Blumberg as company president, the proxy statement asserts.

$38,000 3-Day Take For 'Tomahawk'

CHICAGO, Jan. 29.—Universal-International's "Tomahawk," in Technicolor, which had it world premiere at the Chicago Theatre here on Friday, is claimed to have rolled up a record gross of $38,000 over the weekend, despite snowstorms.

The opening was backed by an intensive promotional campaign and is serving to kick-off a series of bows.

Atlas 2nd Largest Disney Stockholder

Atlas Corp. is now the second largest stockholder in Walt Disney Productions, next to Walt and Roy Disney, it is pointed out by Floyd B. Odlum, Atlas president, in the company's annual report. The Disney holdings amount to 93,050 shares of common, valued on Dec. 30, 1950 at $767,662, and series "A" bonds totaling $308,500.

Other motion picture industry securities listed in the Atlas portfolio are: 25,000 shares of Paramount Pictures stock, valued at $540,625; 25,000 share of United Paramount Theatres, valued at $462,500, and 750 shares of $5 preferred and 150 shares of common in the Motion Picture Capital Corp., valued at a total of $125,000.

Sam Briskin Still In Post, Para. Says

No decision on the request of Sam Briskin to be released as an executive assistant to Y. Frank Freeman, Paramount studio vice-president, was reached at the Paramount home office yesterday. A company spokesman emphasized that Briskin is still under contract to Paramount and that he has not quit his job.

Freeman is here from the Coast for conferences with Barney Balaban, president.

NLRB Fails to Curb AFM on House Bands

WASHINGTON, Jan. 29.—In a two to one decision, the National Labor Relations Board has ruled that the Taft-Hartley Law ban on "featherbedding" does not prohibit the American Federation of Musicians from seeking actual work for a local orchestra any time a motion picture theatre plans to use a "name band"—even though the theatre does not want the local musicians.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"The MAGNIFICENT YANKEE"
starring Louis CALHERN - Ann HARDING
A Metro-Goldwyn-Mayer Picture
plus SPECTACULAR STAGE PRESENTATION

DEAN Martin and JERRY Lewis in AT WAR WITH THE ARMY
A Paramount Picture
PARAMOUNT TIMES SQUARE
in person ELLA FITZGERALD
Steve Condos & Jerry Brandow
Russ Emery Boyd Raeburn and his orchestra
Extra! HARVEY STONE
Midnight Feature Nightly

MAD WEDNESDAY!
DISTRIBUTED BY RKO RADIO PICTURES
BRANDT'S GLOBE B'WAY & 46th ST.

LIZABETH SCOTT
JANE GREER
DENNIS O'KEEFE
"The Company She Keeps"
CRITERION
Broadway at 45th Street
50c Including Tax, to One P. M.
Exc. Saturday, Sunday, Holidays

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National Pre-Selling

M-G-M will launch its New England saturation campaign for "The Magnificent Yankee" in Boston today with a preview-premiere at Loew's State and Orpheum. All important situations in the territory will be embraced in the intensified promotion. Many advance screenings have been held for prominent citizens, educators, legislators and persons identified with social, cultural and civic activities. The tieup with the Yankee Network through the first 30 days of the campaign is expected to reach 2,548,000 families in the area.

A special packet has been distributed to 100 newspapers and all schools will receive copies of an audio-visual study guide prepared for school teachers and classroom use. The company has had the full cooperation of the Bar Association and the faculties of Harvard and Brandeis universities. Arlene Dahl, James Whitmore and Phyllis Kirk will represent the studio, replacing cast members who could not be spared for personal appearances during the New England premiere.

•

The musical theme of Paramount's nationwide exploitation campaign for "September Affair" will be the Walter Huston recording of "September Song." More than 500 special platters, with labels giving picture credits, have been sent to disc jockeys. Included with the recording is a fact-sheet dealing with the history of the song as background music for the picture. Decca is re-releasing the recording with extensive promotional fanfare, smoothing the way for exhibitor tieups.

•

FRIENDS, *the periodical distributed by General Motors to every Chevrolet owner in the country, has a double-page story on "Cyrano de Bergerac" in its February issue. The slick-paper magazine contains very little of an advertising nature and much that is of top-bracket magazine quality. The current lay-out is mostly pictures and features on "the incomparable Jose Ferrer."*

•

Result of a Starch Survey within the advertising trade on the readership of ads appearing in *This Week* magazine, nationally circulated Sunday newspaper supplement, shows that the "No Way Out" campaign was the most widely read of any appearing in that publication last year. The campaign was also selected by N. W. Ayer and Son as the only motion picture advertising to be chosen in its "Fifty Best Advertisements of the Year" and subsequently was honored by other ad clinics and university groups.

•

An unprecedented demand for the special free radio transcriptions for "Halls of Montezuma" is swamping the 20th Century-Fox home office with 389 exhibitor requests received in the past week. The free offer, brought to the attention to exhibitors in the pressbook, has created an unusual response. The transcription features the famous "Marine Hymn" as background music and includes station-break, 30-second and 60-second spots.

—WALTER BROOKS

What the Critics Say

Here is what Arnold Marks, drama editor of the Portland (Ore.) *Oregon-Journal* has to say about the *Air Mail Edition of Motion Picture Daily:*

"I don't think I could get such piping-hot Hollywood and Broadway news as rapidly even if *Motion Picture Daily* was to be published in downtown Portland.

"Congratulations on your efforts to serve the theatre industry."

'Cheaper by Dozen' Wins F. & M. Award

ST. LOUIS, Jan. 29.—Twentieth Century-Fox's "Cheaper by the Dozen" was voted the "Box-Office Winner of 1950" in the Fanchon & Marco-St. Louis Amusement Co. poll of the 34 theatre managers of that Midwestern circuit, Harry C. Arthur, Jr., president of F. & M. has announced. It was the circuit's first annual poll.

The winner was proclaimed top-grossing picture by a wide majority, it was said, while Paramount's "Fancy Pants" and Universal's "Ma and Pa Kettle Go to Town" tied for second and third place, and RKO-Disney's "Cinderella" and Republic's "Sands of Iwo Jima" scored in fourth and fifth places, respectively.

Polling sixth to tenth, respectively, were: RKO-Goldwyn's "My Foolish Heart," Universal's "Francis," Warner's "Colt .45," 20th-Fox's "The Broken Arrow," and 20th-Fox's "She Wore a Yellow Ribbon."

Reserves Decision On 'Miracle' Move

ALBANY, Jan. 29.—State Supreme Court Justice Roscoe V. Elsworth this afternoon reserved decision until tomorrow noon on application by Joseph Burstyn Inc., for a declaratory judgment and injunction restraining the Board of Regents from taking action against "The Miracle." The three-man sub-committee of the Board of Regents is scheduled to hold a hearing tomorrow afternoon in New York City on the controversial film.

The sub-committee submitted a preliminary finding, after viewing "The Miracle" that it is "sacrilegious." Thereupon the Board of Regents by unanimous action ordered the licensee of "The Miracle" and "Ways of Love" to show cause why licenses should not be cancelled and rescinded.

Burstyn seeks to restrain the committee from holding a hearing tomorrow in court. Attorney Samuel E. Aronowitz of Albany, and attorney Ephraim S. London of New York, contended the Regents had no power in the matter: that the Education Law permits an appeal from a decision by the State Education Department's Motion Picture Division—which licensed "The Miracle" and "Ways of Love"—only by the applicant for a seal.

Meet Again on 'Alice'

The third of a series of promotional meetings for Walt Disney's "Alice in Wonderland," was held here yesterday by Disney and RKO Radio executives. William B. Levy, Disney's world-wide sales manager, presided.

Kansas City Houses Hike Admissions

KANSAS CITY, Jan. 29.—The RKO Missouri has advanced admissions of 45 to 65 cents, to 50-75 cents. The three day-and-date Fox Midwest first-runs, the Fairway, Tower and Uptown, advanced to the higher figure a week previously. The Orpheum has had a 50-75-cent schedule since Fox Midwest took it over.

The Dickinson Circuit has raised admission prices in a score of locations by five and ten cents mostly.

Topeka first-runs are now 60 to 75 cents. Practically all admissions have been increased there in the past several months.

The Durwood Circuit has advanced prices of "A" houses to 65 cents, and of others to 50 cents.

Many independents have also advanced prices in this territory.

Four Upstate N. Y. Theatres Hike Admission Prices

ALBANY, N. Y., Jan. 29.—Four first-run theatres, Warner's Strand and Fabian's Palace, Albany, and Warner's Troy and Fabian's Practor's at Troy, have increased prices five cents on weekday nights, and six cents on Saturday evening and all day Sunday. The new scale, which includes tax, makes the charge 70 cents on week nights and 80 cents on Saturday Evening and Sunday.

Omaha Area First-Runs All Increase Prices

OMAHA, Jan. 29.—All first-runs in this area are now operating with increased admission scales.

The three Tri-States houses, the Omaha, Orpheum and Paramount, and RKO's Brandeis, have raised their tops to 70 cents, from 65. Previously, R. D. Goldberg's State jumped to 75 cents.

RKO's Kohn to Head Sales in Chile

Ludovici Kohn has been promoted to sales manager of RKO's offices in Chile, Phil Reisman, RKO Pictures' vice-president in charge of foreign distribution, announced here yesterday. Kohn succeeds Enrique Friedlander, who recently passed away.

The new Chilean manager has been with RKO since 1939. He was head booker in Buenos Aires, and later became sales manager in charge of Argentinian branches. A short while ago he was transferred to Mexico to head sales in that country.

Stockholders to Meet

Annual meeting of Loew's, Inc. stockholders has been set for March 15.

Film Wages

(*Continued from page* 1)

What is the status of workers in industries whose prices are exempt from price control—film admissions and rentals are free from the price freeze, so the question is whether wages should be too.

Should there be a special exemption for workers in small companies—perhaps those with eight or ten workers or less?

What is the status of actors, directors, writers and other "talent"? Should they be exempted as professionals or perhaps as independent contractors?

What treatment should be given to wage increases given since January 1950?

How should options contracts be handled, where the contract usually provides for a wage increase if the option is exercised?

The first question is, of course, the most important. In World War II, film industry prices were free from control but wages were frozen. The argument then and now is that if film industry wages are free from control, industry employers can hire workers away from more important, wage-controlled jobs.

H-63 to Johnston: Pay Freeze Unfair

IATSE Motion Picture Home Office Employes Local No. H-63 of New York yesterday filed with Eric Johnston, Economic Stabilization Agency director, and Cyrus Ching, Wage Stabilization director, a "vigorous protest" against the "inclusion of wages of white-collar employes" of the film industry under the wage freeze.

The protest was embodied in telegrams to Washington citing "newspaper reports of a wage-price freeze (which) indicate that admission prices of theatres and film rentals of production companies are exempt from provision of the present price freeze."

Signed by Russell M. Moss, executive vice-president of Local No. H-63, the telegrams stated, "We believe that, in exempting prices and rentals of film in the moving picture industry, Congress intended also to exempt employees in that industry from any wage freeze; otherwise a patent inequity will result." Rulings that include a wage freeze for film white collar workers "are absolutely unfair," he wrote.

Shea Managers to Convention Today

Cleveland, Jan. 29. — Shea Circuit home office executives, headed by E. C. Grainger, president and general manager, have arrived here to open the annual Shea managers' convention tomorrow afternoon in the Carter Hotel.

Home office executives accompanying Grainger from New York included: T. E. Shea, George Goett, M. A. Shea, Jr., W. E. Barry, G. J. Shea, R. E. Smith, C. J. Lawler, A. J. Grainger and W. B. Shea.

It's starting all

November 27, 1950

Dear Sirs:

Last evening I saw your new motion picture "Valentino." I was very moved when I saw Mr. Lester play Rudolph Valentino.

But the point of this note is that, if possible, I would like a photograph of Mr. Lester. Though Mr Valentino died many years before I was born, I still want to finare Mr. Lester on his great preformance of Valentino.

Thank you very much, and we hope to have many previews as wonderful as this was last night. Thank you again.

Sincerely,

Miss .....

. S. Madre Ave.

Pasadena, California

over again!

November 27, 1950

Dear Sirs:

I have never written a letter of this nature, but after seeing a preview of the picture "Valentino" last night, I felt I should tell you how magnificent it was.

Anthony Dexter as Valentino was superb, and as far as I am concerned, "A new Star is Born, and a new Valentino is born.

Why don't you remake "The Sheik" with Anthony starring in the same role as Valentino. Rudolph Valentino was before my time, but here I am a married woman swooning over a new Valentino.

May I wish more and more success to the great, new Valentino.

Sincerely,
Mrs. J. [illegible]
S. Fifth
Alhambra, California

Unsolicited letters like these — received by Edward Small, producer of "VALENTINO", after West Coast previews — should give you an idea of how women — from bobbysoxers up — will go for "VALENTINO". Premiere engagements begin February 15th under the loving guidance of COLUMBIA

N.Y. Grosses

(Continued from page 1)

its best non-holiday first-week gross since "Blue Skies"—a hefty $110,000. Ella Fitzgerald tops the stage bill.

Another excellent first-week gross, of $75,000 is estimated for "The Enforcer" at the Capitol, where Lionel Hampton's band is on stage. At the Music Hall, returns for "The Magnificent Yankee" are moderate, with $71,500 reported for the weekend and $108,000 expected for a second and final week. "September Affair" bows in on Thursday.

The Strand, with "Dallas" failed to keep up with the pace of rival film-stage houses, with a so-so $28,000 due for a third and final week. "Operation Pacific" will open there on Friday. "Halls of Montezuma" is also tapering off at the end of a run just short of four weeks; in the final five-day gross is expected to total $35,000. "Call Me Mister" and Danny Kaye in person will start tomorrow.

"The Steel Helmet" is bringing Loew's State a fine $34,000 for its first week; the war drama has had box-office lines during day-time but business at night is reported to drop somewhat. "Mad Wednesday" is satisfactory at the Globe in a first week that will see a $12,500 gross. The Criterion is doing fairly well with "The Company She Keeps," with a $17,000 gross due. "Operation Disaster" picked up in its final week there taking in $13,000 instead of the previously estimated $10,000.

"Born Yesterday" Strong

"Born Yesterday" is still doing exceptional business at the Victoria, with $38,000 expected for a sixth week. "The Mudlark" will take in an estimated $15,000 for a sixth and final week at the Rivoli; "The Second Woman" opens there on Thursday. At the Astor, "Harvey" will do a substantial $17,500 in its sixth week.

"Cyrano de Bergerac," playing two-a-day at the Bijou, is expected to bring in a good $11,800 gross in its 12th week, while "Trio" at the Sutton is steady with $8,600 due in its 17th week. "The Blue Lamp" is still doing excellent business at the Park Avenue, where its third week brought in $6,500. "Seven Days to Noon" just completed a seventh week at the Trans Lux 52nd St. Theatre with a gross of $10,200.

The Mayfair is having a good first week with two re-issues, "The Big Store" and "The Last Gangster"; $20,000 is the estimated gross.

Paramount's 'At War' Hits $60,000 Gross

CHICAGO, Jan. 29. — Paramount's "At War with the Army," which opened here at the Oriental Theatre on Thursday, is heading for a $60,000 gross for the first week. The theatre has been averaging about $45,000 on its opening weeks.

OCD Plan

(Continued from page 1)

tions, is expected to deny any plan or intention on the part of OCD of asking the public to remain away from theatres and other places of public congregation.

It is believed that the OCD statement, instead, will stress the positive contributions that theatres and the motion picture industry at large can make to the government's civilian defense program.

Reviews

"Sugarfoot"

(Warner Brothers)

IN THIS handsome Technicolor production, rich desert scenery, lavish settings and colorful costuming are used by producer Saul Elkins to add more widespread appeal to a film that is basically a typical Western. Similarly, director Edwin L. Marin has slowed the film's pace sufficiently to let the camera glimpse facets of frontier life often overlooked in the genre, and to attempt to build suspense by approaching the inevitable shooting and fighting in a leisurely manner. Not that this important ingredient is neglected; Randolph Scott and Raymond Massey clash with gun and fist, Indians are on the warpath and the U. S. cavalry is on hand for chase scenes. In merchandising this picture exhibitors should aim primarily at action-minded audiences.

Scott and Massey are already enemies when they arrive by wagon-train at Prescott, Ariz. Scott's courtly manners and rather naive honesty earn him the name "Sugarfoot" and the friendship of the town's leading citizens, principally Robert Warwick, proprietor of the dance-hall, and S. Z. Sakall, a Spanish-speaking merchant. They also earn him the scorn of Adele Jergens, singer at the dance-hall and a fellow-boarder at forthright Hope Landin's eating place. Scott allies himself with Sakall in a trading venture which brings him into conflict with Hugh Sanders, an unscrupulous Yankee trader. Sanders, Massey and Gene Evans link forces in villainy and Scott, aided by Hank Worden, often pursues but never completely vanquishes the trio until the final scene.

Russell Hughes adapted the Clarence Budington Kelland story for the screen. Scott, a typical Kelland hero, is depicted at first as a fellow out of his depth in the rough and ready West. Sakall and Crane do justice to fat roles; Arthur Hunnicut and Miss Landin provide pleasant humor. Massey is properly dour and glowering as the villain and Miss Jergens, wondrously blonde in Technicolor, displays a fiery spirit. She sings a song written by Ray Heindorf and Sammy Cahn.

Running time, 80 minutes. General audience classification. Release date, March 10.

VAUGHAN O'BRIEN

"Target Unknown"

(Universal-International)

KEEPING pace with the renewal of interest in war films, Universal-International offers the customers one dealing with intelligence operations during the last war. Made within a standard framework, the picture shapes up as reliable screen fare. The cast is a competent one, headed by Mark Stevens, as a U. S. Air Force captain; Alex Nicol, as a sergeant, and Robert Douglas, a sharp-witted Nazi intelligence officer. The distaff side is represented passingly but well, especially by Suzanne Dalbert, an attractive French underground worker.

A convincing demonstration of how harmless irrelevant remarks can be pieced together by the enemy into vital information is given in the picture. Soon after the story gets underway, an American crew is forced down in Germany. Here under ceaseless interrogation and subterfuge Douglas slyly gathers the information to be turned against the Americans in an important mission.

Actually the screenplay, by Harold Medford, is divided into two parts, the first dealing with the efforts of the Nazis to wring information from their American captives and the second, with the escape of the Americans and their attempt to bring back to headquarters news of an impending Nazi attack. Quite properly, Stevens in the finale is able to say successfully "Mission Accomplished."

The picture has a solitary song, "Danse Avec Moi," sung in a cafe by Malu Gattica, a collaborationist. Aubrey Schenck produced and George Sherman directed.

Running time, 90 minutes. General audience classification. For February release.

MANDEL HERBSTMAN

Allied Unit Tries To Organize Okla.

OKLAHOMA CITY, Jan. 29.—Allied Theatre Owners of Texas, with headquarters in Dallas is endeavoring to form an Allied unit in this state where National Allied never has been represented.

The Allied organizing efforts drew an "open letter" from Morris Loewenstein, president of the Theatre Owners of Oklahoma, a Theatre Owners of America affiliate. Addressed to H. A. Cole, president of Allied of Texas, the letter took exception to numerous allegations said to have been made by Cole in a letter to Oklahoma exhibitors concerning the T. O. of Oklahoma. Loewenstein's letter states, however, that the latter organization would have no particular objection to a rival organization in the state if it were to dedicate itself to the solution of exhibitor problems "without over-emphasis on court actions."

Say O'Donnell Leads In '306' Counsel Bid

Industry labor spokesmen here commented yesterday that rivalry is keen among several attorneys in the race for general counsel of IATSE's New York Projectionists Local No. 306. The "inside track," however, is said to be held by John O' Donnell, veteran labor lawyer.

Harry Sacher, a defense attorney in the trial here last year of the country's top Communists, was ousted as "306" general counsel on Jan. 3 following a long tenure.

Deane Elected Head Of Paramount Club

Albert Deane has been elected president of the home office Paramount Pictures Club. Other officers elected are: Fred Goldberg, vice-president; Martin Rosenfeld, treasurer, and Irene F. Scott, secretary.

Jap Quota

(Continued from page 1)

release in Japan this year about 200 films, with independents adding 70 to that figure. The reason for a quota would be to help reduce the Japanese debt to the U. S., according to Lury.

Lury, interviewed at Eagle Lion Classics yesterday as the guest of Sam L. Seidelman, ELC foreign department head, pointed out that under the Japanese quota that prevailed during 1939-1941 U. S. distributors were allowed 25 to 30 releases a year. However, he further pointed out, some 230 American pictures were admitted yearly under a quota which was in force prior to 1938. Lury reminded that 1939-1941 were "difficult" years in Japanese-American relations.

Lury is president of Select International Films Co. of Japan, which releases ELC product. Japanese-born and American-educated, Lury currently is visiting New York with a view to closing franchise deals with other U. S. distributors. Prior to World War II, he was managing director for Universal Pictures in Japan and had been in charge of that company's operations in Southeast Asia.

Lury contributed these additional insights into film operations in Japan:

Of the 2,700 theatres operating in that country, some 1,000 are given over to the playing of Japanese-made pictures exclusively. Jap producers are geared to turn out approximately 300 pictures this year, but a large number of these will be "quickies." During 1951 there will be released in Japan some 20 British pictures, 30 French and a limited number of Russian. Two or three Italian pictures have been released so far this year, and German distributors now are negotiating for release of their product in that country. American pictures are very popular with Japanese filmgoers, but Japanese-made films do the best business, he said.

Of late, Lury said, the Japanese have been "shopping" increasingly in seeking out American film showings. They are becoming more discriminating in selecting U. S. pictures to attend, he added.

Lury has a five-year contract with ELC, and during 1950 released in Japan 12 of that company's productions.

City Investing

(Continued from page 1)

fense restrictions, Maurer said. The Syracuse Astor was formerly the Empire and was remodeled and refurbished for the new policy.

In addition, the circuit of "art" theatres operated by Ilya Lopert and backed financially by City Investing is seeking to expand its scope, either by purchase, lease, or through working arrangements with present theatre owners. The new Lopert house in Chicago's Loop, the Ziegfeld, currently acquired first-run rights to 20th Century-Fox's "The Mudlark."

Both City Entertainment and Lopert houses can be expected to get first chance at British product from Sir Alexander Korda's studios through the distributing alliance set up last month between British and American interests, it was said. Lopert heads the new distribution outlet, with Dowling and Korda representatives dominating the board.

"Odette" is the first British picture to be released by Lopert and will be followed by "Tales of Hoffman."

SUDDENLY I'M A HAPPY GUY

Yes, suddenly–out of nowhere–I'm happy.

Business has been bad and all the talk was even worse. I heard television until it was coming out of my ears. If it wasn't television, it was installment buying, budgeting, bad pictures and grouchy audiences.

Now...imagine now...the theatre is full, a picture which I had contracted for three weeks, now looks as if it will run for five. I had almost forgotten that a picture could run five weeks.

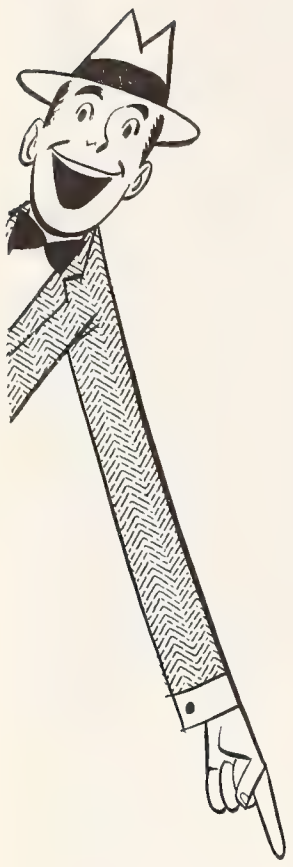
Audiences come out smiling...they're happy too. I grin back...they thank me...they actually thank me for booking the picture.

I know that gloom sometimes gets so thick you can't cut it with a knife. Now I know what to cut it with. You cut it with a little dilly called BORN YESTERDAY. That's all, brother. Just BORN YESTERDAY.

I. M. Rappaport

Town Theatre
Baltimore, Maryland

(This page is paid for by I. M. Rappaport in appreciation to Columbia Pictures.)



And add these Banner Year Hits!

THE MUDLARK
Irene Dunne

BIRD OF PARADISE
TECHNICOLOR
Louis Jourdan, Debra Paget
Jeff Chandler

I CAN GET IT FOR YOU WHOLESALE
Susan Hayward,
Dan Dailey, George Sanders

FOLLOW THE SUN
Glenn Ford, Anne Baxter

HALF ANGEL
TECHNICOLOR
Loretta Young, Joseph Cotten

RAWHIDE
Tyrone Power
Susan Hayward

ON THE RIVIERA
TECHNICOLOR
Danny Kaye, Gene Tierney,
Corinne Calvet

From an editorial by Mo Wax in Film BULLETIN

"20th CENTURY-FOX won 1950's production honors hands down—and the distribution branch performed a magnificent job in exploiting the great product it had to sell. The program was versatile and wonderful. **There were times during the past year when exhibitors felt that 20th Century-Fox, almost single-handed, was sustaining the industry.** The new season is off to a blazing start with the top war film of the past decade, **"HALLS OF MONTEZUMA"**. On the agenda to follow are such worthy subjects as **"CALL ME MISTER"** (Betty Grable-Dan Dailey), from the smash Broadway musical; **"THE THIRTEENTH LETTER"** (Linda Darnell-Charles Boyer), **"I'D CLIMB THE HIGHEST MOUNTAIN"** (Susan Hayward-William Lundigan), **"THE FROG MEN"** (Richard Widmark-Dana Andrews), **"NO HIGHWAY"** (James Stewart-Marlene Dietrich), **"WILL YOU LOVE ME IN DECEMBER"** (Monty Woolley). The list also includes what promises to be one of the screen's greatest spectacles, **"DAVID AND BATHSHEBA"** (Gregory Peck-Susan Hayward).

The above is enough to suggest that 1951 will be another banner year for 20th Century-Fox."

There's No Business Like 20th CENTURY-FOX Business!

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 69. NO. 21 NEW YORK, U. S. A., TUESDAY, JANUARY 30, 1951 TEN CENTS

Univ. Reports 1950 Net of $1,355,886

Compares with Loss of $1,125,851 in 1949

Universal Pictures yesterday reported a net profit of $1,355,886 for the fiscal year ended last Oct. 28. The result compares with a loss of $1,125,851 for the preceding fiscal year.

The company's annual report to stockholders showed income from operations of $55,591,085 for the 1950 fiscal year, compared with income of $56,738,335 in the preceding year. Current and working assets aggregated $35,264,344, and current liabilities amounted to $7,880,332, leaving net working capital of $27,384,012 or a ratio of four-and-one-half to one.

The report showed inventories, production advances to outside producers,

(*Continued on page 2*)

Vote on Blumberg Pact March 14

Universal stockholders will be asked to approve the new five-year employment contract with provision for an additional five years of consultative services for Nate J. Blumberg, company president, at their annual meeting, to be held on March 14 in Wilmington, Del.

The meeting will elect 13 directors, all present directors being up for reelection with the exception of Franklin Nevius, who resigned on Jan. 18. The other directors are: Robert Benjamin, Blumberg, Preston Davie, John G. Eidell, Albert A. Garthwaite, William German, Leon Gold-

(*Continued on page 2*)

New Tax Threatens Georgia Theatres

WASHINGTON, Jan. 29.—The Lower House of the Georgia legislature has approved a bill calling for a three per cent sales tax, including theatre admissions, according to Jack Bryson, legislative representative of the Motion Picture Association of America.

The measure is now before the State Senate and is given an excellent chance of passage, it was said. Bry-

(*Continued on page 2*)

Fox, Atlanta, Makes TV Fans Envious

Atlanta, Jan. 29.—The Fox Theatre here has been making regular use of its "Magnascreen" for a period of years, as occasion warrants, but recently it added as a "gag" when the big screen was opened to its full 1,600 square feet of picture this question at the bottom of the screen:

"Can your television set do this?"

Teen-agers Invade B'way; Grosses Up; $110,000 at Para.

High school students free from classes last week because of Regents' examinations gave Times Square a taste of youthful spirits and theatre daytime grosses were reminiscent of wartime and the days of industrial swing shifts.

Teen-age tastes turned toward film houses with stage shows, giving the Paramount, with "At War with the Army,"

(*Continued on page 6*)

City Investing Will Bid for First-Runs

An aggressive bidding policy for first-run product will be followed when City Entertainment Corp.'s new Syracuse house, the Astor, opens on Feb. 22, it was said here yesterday by Maurice Maurer, vice-president of the City Investing Corp. subsidiary.

Maurer revealed that City Investing Corp., headed by Robert W. Dowling, Jr., is in the market for first-run houses in all key cities and properties at present leased by the firm will be taken over as the leases run out.

This method of expansion will replace the extensive building program contemplated by Dowling but necessarily put in abeyance because of de-

(*Continued on page 2*)

Credit Curbs May Hit Film Building

WASHINGTON, Jan. 29.—Federal Reserve Board officials here said theatres will be included if they decide to issue a regulation curbing credit for commercial construction, but that the impact would be small in view of the already-tight restrictions imposed by

(*Continued on page 2*)

Jap Quota of 150 American Pictures Seen

Immediately upon signing of the American-Japanese peace treaty the Japanese government will declare a 150-picture-a-year quota on Hollywood product, it was predicted here yesterday by Robert M. Lury, veteran representative of U. S. film interests in Japan who now operates his own franchise organization in that country.

Lury's prediction is viewed as the first indication of the extent to which Japan would apply a quota on American films. He reminded that John Foster Dulles, representing the U. S., has been in Japan with a view to setting the stage for peace negotiations and predicted further that a treaty would be signed between the two countries in about a year.

On the basis of the number of U. S. pictures expected to be released in Japan during 1951, a quota of the size Lury foresees would represent a 120-picture cut. He said Motion Picture Export Association companies would

(*Continued on page 6*)

Another Extension Expected for Loew's

Another extension for Loew's to file its plans for divorcement and divestiture is expected to be granted in view of the Department of Justice's previous announcement that the company has indicated its willingness to seek a consent decree.

Originally, Loew's was to have filed its plan by Dec. 30, 1950, but an extension until tomorrow was granted. On Jan. 4, when the Warner decree was entered, Justice attorney Philip Marcus told the N. Y. Statutory Court that Loew's would begin negotiations with Justice for a consent decree. Loew's officers have made no such public acknowledgement and were unavailable for comment on the possible development.

OCD May Issue Theatre Plan Today

WASHINGTON, Jan. 29.—The Office of Civilian Defense hopes to issue tomorrow its statement outlining its policies toward the nation's theatres.

The statement, which is being prepared largely at the request of the Council of Motion Picture Organiza-

(*Continued on page 6*)

Assume Wages Are Frozen, Gov't Advises

Queries on Industry Deluge Wage Board

WASHINGTON, Jan. 29. — Answers to half-a-dozen questions on the wage status of film industry workers may be forthcoming from the Wage Stabilization Board in the next few days.

Meanwhile, government price-wage officials had one word of advice to the film industry and all other industries: Until you hear to the contrary assume that wages and salaries in your industry are frozen at January 25 levels.

Board officials, deluged with queries, said they are working to answer "fringe" questions just as fast as they can. There are many questions before them affecting the future of the film industry.

(*Continued on page 3*)

Cole Sues Loew's in 'Unfriendly 10' Test

WASHINGTON, Jan. 29.—Hollywood screenwriter Lester Cole took to the U. S. Supreme Court today his fight to enjoin Loew's, Inc., from suspending his contract because of his refusal to answer questions of the House Un-American Activities Committee during that group's Hollywood hearing on the "Unfriendly 10" in the fall of 1947.

In what was commonly regarded as a test case for some other Hollywood employes suspended for the same reason, Cole sued to have his contract reinstated and his pay restored. U. S. District Court Judge Leon R. Yank-

(*Continued on page 3*)

Sams Heads Carolina Theatre Owners Unit

A. Fuller Sams, Jr., of Statesville, N. C., was elected president of the North and South Carolina Theatre Owners at a meeting of the board of directors held yesterday in Charlotte, it was reported here by the Theatre Owners of America. Sams succeeds H. D. Hearn, who resigned because of ill health.

J. B. Harvey of Clover, S. C., was

(*Continued on page 3*)

Personal Mention

GEORGE D. BURROWS, executive vice-president and treasurer of Monogram and Allied Artists, has returned to Hollywood from New York.

•

HAL WALLIS, producer, has been awarded the Citation of Merit of the Hollywood Foreign Correspondents' Association, for "promoting friendly relations between the United States and foreign countries through the production of outstanding pictures abroad."

•

P. W. MAHON, partner of Famous Players Canadian Corp. in the Strand and Orpheum theatres at Prince Albert, Sask., was in Toronto recently for conferences at the circuit's headquarters.

•

FOSTER M. BLAKE, Universal Pictures Western sales manager, has returned to New York following a tour of Western exchanges.

•

ALAN F. CUMMINGS, in charge of M-G-M exchange operations, and his assistant HAROLD POSTMAN, are due to return here today from Cincinnati.

•

MATTY POLON, in charge of film buying and booking for RKO's out-of-town theatres, left here last night for Chicago, Kansas City and Omaha.

•

TED IRWIN, manager for Commonwealth Theatres at Harington, Kan., has been elected president of the Harington Chamber of Commerce.

•

JERRY FAIRBANKS has flown from Hollywood to Chicago and Dayton, O., for conferences with Eastern network and agency video executives.

•

PIETRO BULLIO, president of Scalera Film Distributing Corp., is slated to return here from Italy on the *S.S. Liberte* on Friday.

•

MARTIN G. SMITH, president of Independent Theatre Owners of Ohio, and MRS. SMITH are vacationing in Florida.

•

ROBERT HOWARD has been named assistant manager of the Warner Art Theatre at Springfield, Mass.

•

IRVING RUBINE, vice-president of Robert Stillman Productions, is in New York from the Coast.

New Taxes Threaten

(*Continued from page* 1)

son said it represents a slight increase in film industry taxes, since there is now a tax that amounts to a two per cent admission tax on all tickets costing over 50 cents.

Bryson also reported that a two per cent sales tax has been proposed in New Hampshire and that a bill in North Dakota would authorize cities and villages to levy taxes and collect license fees from theatres and other amusement enterprises.

'U' Profit Up

(*Continued from page* 1)

etc., aggregating $26,839,773 last year, compared with $24,782,891 for the preceding year.

In his report to stockholders, Nate J. Blumberg, Universal president, reveals that the company's bank indebtedness was reduced by $2,446,000 last year; that the company purchased $1,035,000 principal amount of its debentures and 2,500 shares of its preferred stock at an average cost of $59.61 per share during the year. The latter are being held for sinking fund purposes.

Blumberg also refers to the company's new bank credit agreement, reported earlier, which runs to June 1, 1954, providing a maximum of $7,900,000, of which there is a revolving portion secured by the pledge of some of the company's pictures. The new credit agreement replaces an earlier one which would have expired on May 1, 1952. Indebtedness under the new agreement at the end of the fiscal year amounted to $5,054,000, compared with $7,500,000 in the previous year.

Blumberg's report reveals that there is a balance of $1,074,259 from excess profits tax refunds granted the company earlier, which is being carried as a contingency reserve pending completion of audits for the 1944-45 tax years.

He reports that the Universal studio has set up a special unit to study problems involved in production of films for television which, Blumberg says, the company believes may become "a major source of revenue." His stockholders' letter also expresses the view that government defense spending "ought to be of benefit to the motion picture industry."

The company's domestic distribution revenue last year was down to $36,815,050, from $37,365,304 in the previous year, and its foreign revenue was down to $18,776,035 from $19,373,031. Domestic selling and branch expenses were fairly constant at $10,042,426 last year, compared with $10,373,477 in the preceding year. General and administrative expenses rose from $2,199,626 in 1949 to $2,457,632 last year.

Credit Curbs

(*Continued from page* 1)

the National Production Authority on construction materials.

The curbs might, however, affect new film exchanges or office buildings, in addition to some of the theatre building now allowed.

The Board is considering issuing an order requiring any firm doing any commercial construction, whether new or remodeling, to put up a very large percentage of the cost itself, and cutting back the amount of borrowing that can be done to finance such construction.

To Confer on TV

WASHINGTON, Jan. 29.—A public conference on "The Problems of Television" was announced by the Federal Communications Commission today. The exact date of the conference and the agenda will be announced later.

Blumberg

(*Continued from page* 1)

berg, R. W. Lea, J. J. O'Connor, J. Arthur Rank, Budd Rogers, Daniel M. Sheaffer and G. I. Woodham-Smith.

Eidell was elected a director last year in a surprise move by cumulating approximately 63,000 votes which he controlled either personally or by proxy, although he was not a declared candidate in advance.

The company's proxy statement reveals that directors and officers as a group received fees and salaries last year aggregating $609,995, of which $78,000 was paid to Blumberg; $63,115 to J. Cheever Cowdin, who resigned as chairman of the board on Jan. 3, 1950, for severance pay, compensation for continuing in a consultative capacity and for remuneration up to the time of his resignation. William A. Scully, who resigned last Dec. 6 and is now on a four-year consultative basis, received $65,000; O'Connor, vice-president, $44,200; Benjamin, $34,800, including $33,550 paid for legal services to Phillips, Nizer, Benjamin and Krim, of which he is a partner, and to Goldberg, vice-president and treasurer, $32,250.

Blumberg's contract, reported earlier, calls for $1,500 weekly for five years, plus expenses, and $1,000 per week for five years thereafter in a consultative and non-exclusive capacity. In the event of his death, the latter payment is to be made to his heirs, partly in consideration of past, voluntary reductions of his salary.

Failure of the stockholders to approve the proposed employment contract will make it necessary for the board to negotiate a new employment agreement with Blumberg as company president, the proxy statement asserts.

$38,000 3-Day Take For 'Tomahawk'

CHICAGO, Jan. 29.—Universal-International's "Tomahawk," in Technicolor, which had it world premiere at the Chicago Theatre here on Friday, is claimed to have rolled up a record gross of $38,000 over the weekend, despite snowstorms.

The opening was backed by an intensive promotional campaign and is serving to kick-off a series of bows.

Atlas 2nd Largest Disney Stockholder

Atlas Corp. is now the second largest stockholder in Walt Disney Productions, next to Walt and Roy Disney, it is pointed out by Floyd B. Odlum, Atlas president, in the company's annual report. The Disney holdings amount to 93,050 shares of common, valued on Dec. 30, 1950 at $767,662, and series "A" bonds totaling $308,500.

Other motion picture industry securities listed in the Atlas portfolio are: 25,000 shares of Paramount Pictures stock, valued at $540,625; 25,000 share of United Paramount Theatres, valued at $462,500, and 750 shares of $5 preferred and 150 shares of common in the Motion Picture Capital Corp., valued at a total of $125,000.

Sam Briskin Still In Post, Para. Says

No decision on the request of Sam Briskin to be released as an executive assistant to Y. Frank Freeman, Paramount studio vice-president, was reached at the Paramount home office yesterday. A company spokesman emphasized that Briskin is still under contract to Paramount and that he has not quit his job.

Freeman is here from the Coast for conferences with Barney Balaban, president.

NLRB Fails to Curb AFM on House Bands

WASHINGTON, Jan. 29.—In a two to one decision, the National Labor Relations Board has ruled that the Taft-Hartley Law ban on "featherbedding" does not prohibit the American Federation of Musicians from seeking actual work for a local orchestra any time a motion picture theatre plans to use a "name band"—even though the theatre does not want the local musicians.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"The MAGNIFICENT YANKEE"
starring Louis CALHERN - Ann HARDING
A Metro-Goldwyn-Mayer Picture
plus SPECTACULAR STAGE PRESENTATION

DEAN Martin and JERRY Lewis in AT WAR WITH THE ARMY
A Paramount Picture
PARAMOUNT TIMES SQUARE
in person ELLA FITZGERALD
Steve Condos & Jerry Brandow
Russ Emery Boyd Raeburn and his orchestra
Extra! HARVEY STONE
Midnight Feature Nightly

MAD WEDNESDAY!
DISTRIBUTED BY RKO RADIO PICTURES
BRANDT'S GLOBE B'WAY & 46th ST.

LIZABETH SCOTT
JANE GREER
DENNIS O'KEEFE
"The Company She Keeps"
CRITERION
Broadway at 45th Street
50c Including Tax, to One P. M. Exc. Saturday, Sunday, Holidays

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National Pre-Selling

M-G-M will launch its New England saturation campaign for "The Magnificent Yankee" in Boston today with a preview-premiere at Loew's State and Orpheum. All important situations in the territory will be embraced in the intensified promotion. Many advance screenings have been held for prominent citizens, educators, legislators and persons identified with social, cultural and civic activities. The tieup with the Yankee Network through the first 30 days of the campaign is expected to reach 2,548,000 families in the area.

A special packet has been distributed to 100 newspapers and all schools will receive copies of an audio-visual study guide prepared for school teachers and classroom use. The company has had the full cooperation of the Bar Association and the faculties of Harvard and Brandeis universities. Arlene Dahl, James Whitmore and Phyllis Kirk will represent the studio, replacing cast members who could not be spared for personal appearances during the New England premiere.

•

The musical theme of Paramount's nationwide exploitation campaign for "September Affair" will be the Walter Huston recording of "September Song." More than 500 special platters, with labels giving picture credits, have been sent to disc jockeys. Included with the recording is a fact-sheet dealing with the history of the song as background music for the picture. Decca is re-releasing the recording with extensive promotional fanfare, smoothing the way for exhibitor tieups.

•

FRIENDS, *the periodical distributed by General Motors to every Chevrolet owner in the country, has a double-page story on "Cyrano de Bergerac" in its February issue. The slick-paper magazine contains very little of an advertising nature and much that is of top-bracket magazine quality. The current lay-out is mostly pictures and features on "the incomparable Jose Ferrer."*

•

Result of a Starch Survey within the advertising trade on the readership of ads appearing in *This Week* magazine, nationally circulated Sunday newspaper supplement, shows that the "No Way Out" campaign was the most widely read of any appearing in that publication last year. The campaign was also selected by N. W. Ayer and Son as the only motion picture advertising to be chosen in its "Fifty Best Advertisements of the Year" and subsequently was honored by other ad clinics and university groups.

•

An unprecedented demand for the special free radio transcriptions for "Halls of Montezuma" is swamping the 20th Century-Fox home office with 389 exhibitor requests received in the past week. The free offer, brought to the attention to exhibitors in the pressbook, has created an unusual response. The transcription features the famous "Marine Hymn" as background music and includes station-break, 30-second and 60-second spots.

—WALTER BROOKS

What the Critics Say

Here is what Arnold Marks, drama editor of the Portland (Ore.) *Oregon-Journal* has to say about the *Air Mail Edition of Motion Picture Daily:*

"I don't think I could get such piping-hot Hollywood and Broadway news as rapidly even if *Motion Picture Daily* was to be published in downtown Portland.

"Congratulations on your efforts to serve the theatre industry."

'Cheaper by Dozen' Wins F. & M. Award

ST. LOUIS, Jan. 29.—Twentieth Century-Fox's "Cheaper by the Dozen" was voted the "Box-Office Winner of 1950" in the Fanchon & Marco-St. Louis Amusement Co. poll of the 34 theatre managers of that Midwestern circuit, Harry C. Arthur, Jr., president of F. & M. has announced. It was the circuit's first annual poll.

Sentence Three In TV Rackets Case

LOS ANGELES, Jan. 29.—Sentences ranging from a $1,000 fine to 18 months in prison, down to a straight three-year imprisonment, suspended during probation, were handed down today by Federal Judge Carter to A. J. Collinson, John Dennison and Edmund G. Tierney. They were convicted of operating television talent rackets, following a campaign conducted recently by the Screen Actors Guild.

Reserves Decision On 'Miracle' Move

ALBANY, Jan. 29.—State Supreme Court Justice Roscoe V. Elsworth this afternoon reserved decision until tomorrow noon on application by Joseph Burstyn Inc., for a declaratory judgment and injunction restraining the Board of Regents from taking action against "The Miracle." The three-man sub-committee of the Board of Regents is scheduled to hold a hearing tomorrow afternoon in New York City on the controversial film.

The sub-committee submitted a preliminary finding, after viewing "The Miracle" that it is "sacrilegious." Thereupon the Board of Regents by unanimous action ordered the licensee of "The Miracle" and "Ways of Love" to show cause why licenses should not be cancelled and rescinded.

Burstyn seeks to restrain the committee from holding a hearing tomorrow in court. Attorney Samuel E. Aronowitz of Albany, and attorney Ephraim S. London of New York, contended the Regents had no power in the matter: that the Education Law permits an appeal from a decision by the State Education Department's Motion Picture Division—which licensed "The Miracle" and "Ways of Love"—only by the applicant for a seal.

UA Talks Continue

HOLLYWOOD, Jan. 29.—Attorneys representing United Artists, Mary Pickford and Charles Chaplin and the Krim-Benjamin-Heller syndicate, continued work here today on reducing proposals to contract terms.

Kansas City Houses Hike Admissions

KANSAS CITY, Jan. 29.—The RKO Missouri has advanced admissions of 45 to 65 cents, to 50-75 cents. The three day-and-date Fox Midwest first-runs, the Fairway, Tower and Uptown, advanced to the higher figure a week previously. The Orpheum has had a 50-75-cent schedule since Fox Midwest took it over.

The Dickinson Circuit has raised admission prices in a score of locations by five and ten cents mostly.

Topeka first-runs are now 60 to 75 cents. Practically all admissions have been increased there in the past several months.

The Durwood Circuit has advanced prices of "A" houses to 65 cents, and of others to 50 cents.

Many independents have also advanced prices in this territory.

Cole Sues Loew's

(*Continued from page* 1)

wich sustained Cole's suit, but the Ninth Circuit Court of Appeals overruled Yankwich and found that Cole was not entitled to have judgment.

In his appeal to the high court against the Circuit Court ruling, Cole argued that the Court of Appeals was wrong in holding that his failure to answer the Committee's questions as to Communist Party and Screen Writers' Guild membership constituted grounds for suspending him under the contract clause that he had failed to conduct himself "with due regard to public conventions and morals."

Sams Elected

(*Continued from page* 1)

elected regional vice-president of the TOA. The N. C.-S. C. unit board set Nov. 18-20 as the dates of the annual convention.

RKO's Kohn to Head Sales in Chile

Ludovici Kohn has been promoted to sales manager of RKO's offices in Chile, Phil Reisman, RKO Pictures' vice-president in charge of foreign distribution, announced here yesterday. Kohn succeeds Enrique Friedlander, who recently passed away.

Award to Bershon

LOS ANGELES, Jan. 29.—Dave Bershon, pioneer independent theatre owner, tonight was presented with the "Great Heart Award" by Variety Club No. 25 at a banquet here at the Ambassador Hotel attended by 600 members and their wives. Marc J. Wolf, International Chief Barker, presided.

Film Wages

(*Continued from page* 1)

What is the status of workers in industries whose prices are exempt from price control—film admissions and rentals are free from the price freeze, so the question is whether wages should be too.

Should there be a special exemption for workers in small companies—perhaps those with eight or ten workers or less?

What is the status of actors, directors, writers and other "talent"? Should they be exempted as professionals or perhaps as independent contractors?

What treatment should be given to wage increases given since January 1950?

How should options contracts be handled, where the contract usually provides for a wage increase if the option is exercised?

The first question is, of course, the most important. In World War II, film industry prices were free from control but wages were frozen. The argument then and now is that if film industry wages are free from control, industry employers can hire workers away from more important, wage-controlled jobs.

H-63 to Johnston: Pay Freeze Unfair

IATSE Motion Picture Home Office Employes Local No. H-63 of New York yesterday filed with Eric Johnston, Economic Stabilization Agency director, and Cyrus Ching, Wage Stabilization director, a "vigorous protest" against the "inclusion of wages of white-collar employes" of the film industry under the wage freeze.

The protest was embodied in telegrams to Washington citing "newspaper reports of a wage-price freeze (which) indicate that admission prices of theatres and film rentals of production companies are exempt from provision of the present price freeze."

Brewer Looks for Hike To Meet Cost of Living

HOLLYWOOD, Jan. 29.—An expression of confidence that a wage formula will be worked out to "at least" provide for cost-of-living increases for film workers came today from Roy Brewer, AFL Film Council chairman, who responded to a query on the effects of the government's recent wage freeze order. Meanwhile, he said, negotiations for group insurance and pension agreements have been halted temporarily pending developments.

Shea Managers to Convention Today

Cleveland, Jan. 29. — Shea Circuit home office executives, headed by E. C. Grainger, president and general manager, have arrived here to open the annual Shea managers' convention tomorrow afternoon in the Carter Hotel.

Home office executives accompanying Grainger from New York included: T. E. Shea, George Goett, M. A. Shea, Jr., W. E. Barry, G. J. Shea, R. E. Smith, C. J. Lawler, A. J. Grainger and W. B. Shea.

It's starting all

November 27, 1950

Dear Sirs:

Last evening I saw your new motion picture "Valentino." I was very moved when I saw Mr. Dexter play Rudolph Valentino.

But the point of this note is that, if possible, I would like a photograph of Mr. Dexter.

Though Mr Valentino died many years before I was born,

I still want to phrase Mr. Dexter on his great preformance of Valentino.

Thank you very much, and we hope to have many previews as wonderful as this was last night. Thank you again.

Sincerely,

Miss ..... .

. S. Madre Ave.

Pasadena, California

over again!

November 27, 1950

Dear Sirs:

I have never written a letter of this nature, but after seeing a preview of the picture "Valentino" last night, I felt I should tell you how magnificent it was.

Anthony Dexter as Valentino was superb, and as far as I am concerned, "A new Star is Born," and a new Valentino is born.

Why don't you remake "The Sheik" with Anthony starring in the same role as Valentino. Rudolph Valentino was before my time, but I'm a married woman swooning over a new Valentino.

May I wish more and more success to the great, new Valentino.

Sincerely,
Mrs. J. ...
S. Fifth
Alhambra, California

Unsolicited letters like these — received by Edward Small, producer of "VALENTINO", after West Coast previews — should give *you* an idea of how women — from bobbysoxers up — will go for "VALENTINO". Premiere engagements begin February 15th under the loving guidance of COLUMBIA

N.Y. Grosses

(Continued from page 1)

its best non-holiday first-week gross since "Blue Skies"—a hefty $110,000. Ella Fitzgerald tops the stage bill.

Another excellent first-week gross, of $75,000 is estimated for "The Enforcer" at the Capitol, where Lionel Hampton's band is on stage. At the Music Hall, returns for "The Magnificent Yankee" are moderate, with $71,500 reported for the weekend and $108,000 expected for a second and final week. "September Affair" bows in on Thursday.

The Strand, with "Dallas" failed to keep up with the pace of rival film-stage houses, with a so-so $28,000 due for a third and final week. "Operation Pacific" will open there on Friday. "Halls of Montezuma" is also tapering off at the end of a run just short of four weeks; in the final five-day gross is expected to total $35,000. "Call Me Mister" and Danny Kaye in person will start tomorrow.

"The Steel Helmet" is bringing Loew's State a fine $34,000 for its first week; the war drama has had box-office lines during day-time but business at night is reported to drop somewhat. "Mad Wednesday" is satisfactory at the Globe in a first week that will see a $12,500 gross. The Criterion is doing fairly well with "The Company She Keeps," with a $17,000 gross due. "Operation Disaster" picked up in its final week there taking in $13,000 instead of the previously estimated $10,000.

"Born Yesterday" Strong

"Born Yesterday" is still doing exceptional business at the Victoria, with $38,000 expected for a sixth week. "The Mudlark" will take in an estimated $15,000 for a sixth and final week at the Rivoli; "The Second Woman" opens there on Thursday. At the Astor, "Harvey" will do a substantial $17,500 in its sixth week.

"Cyrano de Bergerac," playing two-a-day at the Bijou, is expected to bring in a good $11,800 gross in its 12th week, while "Trio" at the Sutton is steady with $8,600 due in its 17th week. "The Blue Lamp" is still doing excellent business at the Park Avenue, where its third week brought in $6,500. "Seven Days to Noon" just completed a seventh week at the Trans Lux 52nd St. Theatre with a gross of $10,200.

The Mayfair is having a good first week with two re-issues, "The Big Store" and "The Last Gangster"; $20,000 is the estimated gross.

Paramount's 'At War' Hits $60,000 Gross

CHICAGO, Jan. 29. — Paramount's "At War with the Army," which opened here at the Oriental Theatre on Thursday, is heading for a $60,000 gross for the first week. The theatre has been averaging about $45,000 on its opening weeks.

OCD Plan

(Continued from page 1)

tions, is expected to deny any plan or intention on the part of OCD of asking the public to remain away from theatres and other places of public congregation.

It is believed that the OCD statement, instead, will stress the positive contributions that theatres and the motion picture industry at large can make to the government's civilian defense program.

Reviews

"Sugarfoot"

(Warner Brothers)

IN THIS handsome Technicolor production, rich desert scenery, lavish settings and colorful costuming are used by producer Saul Elkins to add more widespread appeal to a film that is basically a typical Western. Similarly, director Edwin L. Marin has slowed the film's pace sufficiently to let the camera glimpse facets of frontier life often overlooked in the genre, and to attempt to build suspense by approaching the inevitable shooting and fighting in a leisurely manner. Not that this important ingredient is neglected; Randolph Scott and Raymond Massey clash with gun and fist, Indians are on the warpath and the U. S. cavalry is on hand for chase scenes. In merchandising this picture exhibitors should aim primarily at action-minded audiences.

Scott and Massey are already enemies when they arrive by wagon-train at Prescott, Ariz. Scott's courtly manners and rather naive honesty earn him the name "Sugarfoot" and the friendship of the town's leading citizens, principally Robert Warwick, proprietor of the dance-hall, and S. Z. Sakall, a Spanish-speaking merchant. They also earn him the scorn of Adele Jergens, singer at the dance-hall and a fellow-boarder at forthright Hope Landin's eating place. Scott allies himself with Sakall in a trading venture which brings him into conflict with Hugh Sanders, an unscrupulous Yankee trader. Sanders, Massey and Gene Evans link forces in villainy and Scott, aided by Hank Worden, often pursues but never completely vanquishes the trio until the final scene.

Russell Hughes adapted the Clarence Budington Kelland story for the screen. Scott, a typical Kelland hero, is depicted at first as a fellow out of his depth in the rough and ready West. Sakall and Crane do justice to fat roles; Arthur Hunnicut and Miss Landin provide pleasant humor. Massey is properly dour and glowering as the villain and Miss Jergens, wondrously blonde in Technicolor, displays a fiery spirit. She sings a song written by Ray Heindorf and Sammy Cahn.

Running time, 80 minutes. General audience classification. Release date, March 10.

VAUGHAN O'BRIEN

"Target Unknown"

(Universal-International)

KEEPING pace with the renewal of interest in war films, Universal-International offers the customers one dealing with intelligence operations during the last war. Made within a standard framework, the picture shapes up as reliable screen fare. The cast is a competent one, headed by Mark Stevens, as a U. S. Air Force captain; Alex Nicol, as a sergeant, and Robert Douglas, a sharp-witted Nazi intelligence officer. The distaff side is represented passingly but well, especially by Suzanne Dalbert, an attractive French underground worker.

A convincing demonstration of how harmless irrelevant remarks can be pieced together by the enemy into vital information is given in the picture. Soon after the story gets underway, an American crew is forced down in Germany. Here under ceaseless interrogation and subterfuge Douglas slyly gathers the information to be turned against the Americans in an important mission.

Actually the screenplay, by Harold Medford, is divided into two parts, the first dealing with the efforts of the Nazis to wring information from their American captives and the second, with the escape of the Americans and their attempt to bring back to headquarters news of an impending Nazi attack. Quite properly, Stevens in the finale is able to say successfully "Mission Accomplished."

The picture has a solitary song, "Danse Avec Moi," sung in a cafe by Malu Gattica, a collaborationist. Aubrey Schenck produced and George Sherman directed.

Running time, 90 minutes. General audience classification. For February release.

MANDEL HERBSTMAN

Allied Unit Tries To Organize Okla.

OKLAHOMA CITY, Jan. 29.—Allied Theatre Owners of Texas, with headquarters in Dallas is endeavoring to form an Allied unit in this state where National Allied never has been represented.

The Allied organizing efforts drew an "open letter" from Morris Loewenstein, president of the Theatre Owners of Oklahoma, a Theatre Owners of America affiliate. Addressed to H. A. Cole, president of Allied of Texas, the letter took exception to numerous allegations said to have been made by Cole in a letter to Oklahoma exhibitors concerning the T. O. of Oklahoma. Loewenstein's letter states, however, that the latter organization would have no particular objection to a rival organization in the state if it were to dedicate itself to the solution of exhibitor problems "without over-emphasis on court actions."

Say O'Donnell Leads In '306' Counsel Bid

Industry labor spokesmen here commented yesterday that rivalry is keen among several attorneys in the race for general counsel of IATSE's New York Projectionists Local No. 306. The "inside track," however, is said to be held by John O' Donnell, veteran labor lawyer.

Harry Sacher, a defense attorney in the trial here last year of the country's top Communists, was ousted as "306" general counsel on Jan. 3 following a long tenure.

Deane Elected Head Of Paramount Club

Albert Deane has been elected president of the home office Paramount Pictures Club. Other officers elected are: Fred Goldberg, vice-president; Martin Rosenfeld, treasurer, and Irene F. Scott, secretary.

Jap Quota

(Continued from page 1)

release in Japan this year about 200 films, with independents adding 70 to that figure. The reason for a quota would be to help reduce the Japanese debt to the U. S., according to Lury.

Lury, interviewed at Eagle Lion Classics yesterday as the guest of Sam L. Seidelman, ELC foreign department head, pointed out that under the Japanese quota that prevailed during 1939-1941 U. S. distributors were allowed 25 to 30 releases a year. However, he further pointed out, some 230 American pictures were admitted yearly under a quota which was in force prior to 1938. Lury reminded that 1939-1941 were "difficult" years in Japanese-American relations.

Lury is president of Select International Films Co. of Japan, which releases ELC product. Japanese-born and American-educated, Lury currently is visiting New York with a view to closing franchise deals with other U. S. distributors. Prior to World War II, he was managing director for Universal Pictures in Japan and had been in charge of that company's operations in Southeast Asia.

Lury contributed these additional insights into film operations in Japan:

Of the 2,700 theatres operating in that country, some 1,000 are given over to the playing of Japanese-made pictures exclusively. Jap producers are geared to turn out approximately 300 pictures this year, but a large number of these will be "quickies." During 1951 there will be released in Japan some 20 British pictures, 30 French and a limited number of Russian. Two or three Italian pictures have been released so far this year, and German distributors now are negotiating for release of their product in that country. American pictures are very popular with Japanese filmgoers, but Japanese-made films do the best business, he said.

Of late, Lury said, the Japanese have been "shopping" increasingly in seeking out American film showings. They are becoming more discriminating in selecting U. S. pictures to attend, he added.

Lury has a five-year contract with ELC, and during 1950 released in Japan 12 of that company's productions.

City Investing

(Continued from page 1)

fense restrictions, Maurer said. The Syracuse Astor was formerly the Empire and was remodeled and refurbished for the new policy.

In addition, the circuit of "art" theatres operated by Ilya Lopert and backed financially by City Investing is seeking to expand its scope, either by purchase, lease, or through working arrangements with present theatre owners. The new Lopert house in Chicago's Loop, the Ziegfeld, currently acquired first-run rights to 20th Century-Fox's "The Mudlark."

Both City Entertainment and Lopert houses can be expected to get first chance at British product from Sir Alexander Korda's studios through the distributing alliance set up last month between British and American interests, it was said. Lopert heads the new distribution outlet, with Dowling and Korda representatives dominating the board.

"Odette" is the first British picture to be released by Lopert and will be followed by "Tales of Hoffman."

SUDDENLY I'M A HAPPY GUY

Yes, suddenly–out of nowhere–I'm happy.

Business has been bad and all the talk was even worse. I heard television until it was coming out of my ears. If it wasn't television, it was installment buying, budgeting, bad pictures and grouchy audiences.

Now...imagine now...the theatre is full, a picture which I had contracted for three weeks, now looks as if it will run for five. I had almost forgotten that a picture could run five weeks.

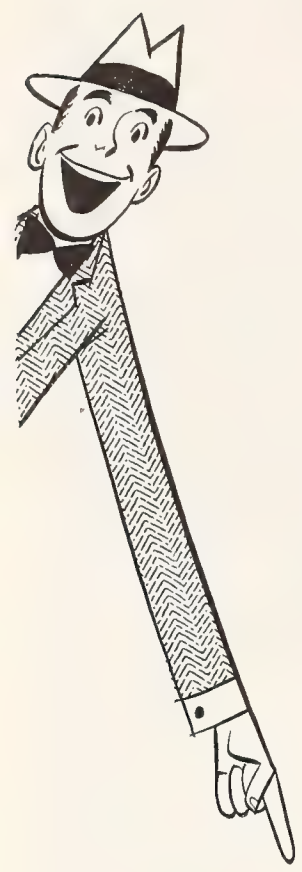
Audiences come out smiling...they're happy too. I grin back...they thank me...they actually thank me for booking the picture.

I know that gloom sometimes gets so thick you can't cut it with a knife. Now I know what to cut it with. You cut it with a little dilly called BORN YESTERDAY. That's all, brother. Just BORN YESTERDAY.

I. M. Rappaport

Town Theatre
Baltimore, Maryland

(This page is paid for by I. M. Rappaport in appreciation to Columbia Pictures.)



And add these Banner Year Hits!

THE MUDLARK
Irene Dunne

BIRD OF PARADISE
TECHNICOLOR
Louis Jourdan, Debra Paget
Jeff Chandler

I CAN GET IT FOR YOU WHOLESALE
Susan Hayward,
Dan Dailey, George Sanders

FOLLOW THE SUN
Glenn Ford, Anne Baxter

HALF ANGEL
TECHNICOLOR
Loretta Young, Joseph Cotten

RAWHIDE
Tyrone Power
Susan Hayward

ON THE RIVIERA
TECHNICOLOR
Danny Kaye, Gene Tierney,
Corinne Calvet

From an editorial by Mo Wax in Film BULLETIN

"20th CENTURY-FOX won 1950's production honors hands down—and the distribution branch performed a magnificent job in exploiting the great product it had to sell. The program was versatile and wonderful. **There were times during the past year when exhibitors felt that 20th Century-Fox, almost single-handed, was sustaining the industry.** The new season is off to a blazing start with the top war film of the past decade, **"HALLS OF MONTEZUMA"**. On the agenda to follow are such worthy subjects as **"CALL ME MISTER"** (Betty Grable-Dan Dailey), from the smash Broadway musical; **"THE THIRTEENTH LETTER"** (Linda Darnell-Charles Boyer), **"I'D CLIMB THE HIGHEST MOUNTAIN"** (Susan Hayward-William Lundigan), **"THE FROG MEN"** (Richard Widmark-Dana Andrews), **"NO HIGHWAY"** (James Stewart-Marlene Dietrich), **"WILL YOU LOVE ME IN DECEMBER"** (Monty Woolley). The list also includes what promises to be one of the screen's greatest spectacles, **"DAVID AND BATHSHEBA"** (Gregory Peck-Susan Hayward).

The above is enough to suggest that 1951 will be another banner year for 20th Century-Fox."

There's No Business Like 20th CENTURY-FOX Business!

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 69. NO. 22 NEW YORK, U. S. A., WEDNESDAY, JANUARY 31, 1951 TEN CENTS

Warn Theatres Of Higher US Admission Tax

Sullivan to Call for New COMPO Tax Battle

MEMPHIS, Jan. 30.—Delegates at the annual convention of the Theatre Owners of Arkansas, Mississippi and Tennessee in the Gayoso Hotel here today were warned of the possibility of a 10 per cent increase in the Federal admission tax by Robert W. Coyne, special counsel of the Council of Motion Picture Organizations.

A similar warning will be issued to the convention tomorrow by Gael Sullivan, executive director of Theatre Owners of America, who also will call for the immediate reactivation of COMPO's tax committee to combat a tax increase, made likely by the government's need for additional billions of dollars of revenue to help finance the defense program.

"I am fearful the industry will be faced with a 30 per cent Federal admission tax," Coyne told the conven-

(*Continued on page 4*)

Set Dates on 9 from 20th

Announcement of the release of nine top pictures for the second quarter of 1951 was made here yesterday by sales vice-president Andy W. Smith, Jr., at the final session of the two-day 20th Century-Fox division managers meeting held at the home office.

Concluding conferences were de-

(*Continued on page 4*)

'Freeze' Shows Films' Special Role: Myers

Washington, Jan. 30.—Exemption of the film industry from the price freeze, along with newspapers, magazines, books, radio and other media point up the industry's status as a communications industry, according to a statement by Abram F. Myers, general counsel of Allied States Association.

'IA'-Circuit Pension Plan Now In Force

The union-management pension and welfare program for projectionists of the larger New York City circuits, regarded in film labor circles as the forerunner of a general pension plan movement throughout the industry, has received final approval from all principals and is now in operation, it was reported here by IATSE Projectionists Local No. 306.

The disclosure of finalization followed two weeks of renegotiation which was called for to obviate a long delay in activation of the program. The delay threatened when it was learned that the U. S. Internal Revenue Bureau could find no precedent to assist it in determining

(*Continued on page 4*)

Burstyn Co. Avoids 'Miracle' Hearing

The three-member sub-committee of the New York State Board of Regents ruled here yesterday, following what was intended to be a show cause hearing for the benefit mainly of Joseph Burstyn, Inc., licensee of "Ways of Love," that the firm "did not appear" at the sub-committee hearing. Also cited as absent was Lopert Films, Inc., licensee of "The Miracle," a component subject of the former film.

The hearing was called to give both

(*Continued on page 4*)

PHONEVISION TEST ALLAYING FEARS

Krim to Coast As Deal for U. A. Nears Final Stage

With the drawing up of papers for the acquisition of operating control of United Artists by Robert Benjamin and Arthur Krim continuing in Hollywood without a hitch thus far, Krim left here for the Coast last night on what may be the closing phase of the deal.

Neither Krim nor Benjamin would predict yesterday that the negotiations would be successfully consummated, indicating that several basic considerations which still have to be confronted or taken in account make optimism

(*Continued on page 4*)

ELC and Cusick In Three-Picture Deal

Eagle Lion Classics has concluded negotiations with Cusick International Films for the distribution of "The Long Dark Hall," a Nunnally Johnson story starring Lilli Palmer and Rex Harrison, and two other productions, it was announced here yesterday by William C. MacMillen, Jr., ELC president.

The other two Cusick productions are: "Pardon My French," co-starring Merle Oberon and Paul Henreid, now

(*Continued on page 4*)

First Month's Results Reveal Little Cause For Exhibitor Worries

Industry apprehension over Phonevision as a lethal competitor of the established theatre has virtually disappeared as the first month of the three months' test of the pay-as-you-see television system in Chicago draws to its close.

Qualified industry opinion holds that the disadvantages of the system already marked are likely to become more pronounced, rather than less, during the remaining 60 days of the experimental period, as the novelty of Phonevision continues to wear off.

Industry observers point to the fact that during the initial month of the test, which began on Jan. 1, the period of its maximum novelty appeal, and bolstered by favorable publicity which is now on the wane, there were times when more than 25 per cent of the 300 test families did not order a film for the established fee of $1.

This, in spite of the fact that the

(*Continued on page 4*)

Grant Loew's 60-Day Stay

WASHINGTON, Jan. 30.—The Justice Department has agreed to give Loew's another 60-day extension of the deadline for submitting a divorcement plan to the New York Statutory Court.

That would push the date back from Jan. 31 to March 31. The extra time

(*Continued on page 4*)

Myers Blasts Film Critics, Says They're 'Too Highbrow'

WASHINGTON, Jan. 30.—Abram F. Myers, general counsel of Allied States Association, today let loose with a blast at "most" film critics as having gone too "high-brow."

In a bulletin entitled "If it isn't highbrow, it's no good," Myers said that most critics have been "steadily edging upstage and now have gone so far they have lost contact with the great majority of movie-goers."

Myers declared that, "if a picture doesn't meet their exacting standards —and few do—they kick it all over the lot and are unwilling to concede that it might have some entertainment

(*Continued on page 4*)

MPA Advisory Unit To Aid the British

The services of the Motion Picture Association of America's Advisory Unit for Foreign Films have been placed at the disposal of British film producers, it was announced here yesterday by John G. McCarthy, MPAA vice-president in charge of international affairs.

This additional step in the development of a closer working relationship between the American and British film industries followed discussions be-

(*Continued on page 4*)

Another Delay on OCD Policy Report

Washington, Jan. 30.—Civilian Defense officials said here today that a statement on the role of the motion picture industry in the national defense program is being delayed for top-level clearance and probably will not be released until late tomorrow or Thursday. It was originally promised for today.

House Group Okays Reciprocal Pact

Washington, Jan. 30. — The House Ways and Means Committee has approved a bill that would extend the Reciprocal Trade Agreements Act until June 12, 1954. It is set to expire on June 12, 1951.

The measure is slated for House approval later this week, but there will be a fight in the Senate to restrict the program. Secretary of State Acheson has testified that after the Torquay Tariff-Cutting Conference is over, there will be no major tariff-cutting talks for the next three years.

NEWS in Brief . . .

A CONCENTRATED promotional effort in behalf of Harry M. Popkin's "The Second Woman," has been launched by United Artists' advertising-publicity department. The film will have its premiere here tomorrow at the Rivoli theatre.

•

The Disabled American Veterans organizations has officially cited A. W. Schwalberg, president of Paramount Film Distributing Corp., for the part Paramount has played in "the promotion and distribution of the Disabled American Veterans' film short, 'On Stage Everybody,'" Paramount reported yesterday.

•

Columbia Pictures has acquired distribution rights to Arch Oboler's production, "Five," produced and directed by Oboler from his own original story. The picture will receive special handling in its release, Columbia said.

•

Charles Boren, Y. Frank Freeman, B. B. Kahane and Fred S. Meyer, representing the Association of Motion Picture Producers, are here from Hollywood to inquire into the effects of the recent Federal wage freeze order on studio employment contracts and other wage agreements.

•

Ferdinand Pecora, former New York State Supreme Court Justice and Democratic candidate for Mayor of New York in last fall's elections, is scheduled to join the industry law firm of Schwartz & Frolich around March 1, it is learned.

•

CLEVELAND, Jan. 30. — Actor Hugh Marlow today accepted the Cleveland Critics Circle's award trophy for 20th Century-Fox's "All About Eve," voted as the best picture of the year.

•

PORTLAND, Ore., Jan. 30.—Harry H. Moyer, 60, pioneer exhibitor of Portland, died after a long illness.

He started his theatre career in Michigan, entering Portland in 1919. He owned the Sellwood and Gresham theatres here.

Personal Mention

HARRY M. POPKIN, independent producer, is due in New York next week from the Coast.

•

HAROLD FIELD, president of Pioneer Theatres which operates in 10 Iowa cities, is in New York to observe his 25th wedding anniversary. He and MRS. FIELD will be guests at a Sunday reception at which LEONARD FIELD, vice-president of Pioneer, and his wife, RUTH, will be hosts.

•

GEORGE F. DEMBOW, vice-president in charge of sales of National Screen Service, and MRS. DEMBOW announce the marriage of their daughter, FAITH, to RICHARD M. SUSSMAN, of Yonkers.

•

VAN HEFLIN, accompanied by PHILIP GERARD, Universal's Eastern publicity manager, left here yesterday for Philadelphia and Boston.

•

CHESTER BAHN, *Film Daily* editor, is scheduled to return to his office Monday after recuperating from an appendectomy.

•

CARD WALKER, Walt Disney advertising manager, has returned to the West Coast from here.

•

DAN S. TERRELL, M-G-M exploitation manager, is in Boston from New York.

•

JOSEPH LUCHACHEVITCH, producer, has returned to New York from Paris.

JOHN DAVIS, managing director of the J. Arthur Rank Organization, is expected to visit the U. S. from London next month.

•

EARL J. HUDSON, president of United Detroit Theatres, has been named national director of the 1951 fund raising campaign of the United Cerebral Palsy Association.

•

OLIVER A. UNGER, special representative of Distinguished Pictures, is visiting New Orleans from New York for conferences with MILTON DUREAU of Masterpiece Pictures.

•

ALEXANDER EVELOVE, Warner Coast studio publicity director, and MRS. EVELOVE announce the birth of a daughter at Los Angeles' Cedars of Lebanon Hospital.

•

WILLIAM C. MACMILLEN, JR., Eagle Lion Classics president, has scheduled a trip to Hollywood from New York in about two weeks.

•

WILLIAM FLETE, pioneer exhibitor of New Orleans, was honor guest at a luncheon there yesterday given by friends to celebrate his 80th birthday.

•

L. J. KAUFMAN, Warner Theatres executive, has left here for Milwaukee where he will remain until early next week.

•

AL BURKS, Eagle Lion Classics exploiteer, is in Cleveland from New York.

Claim New Screen Cuts Distortion

A curved screen described as having been designed to eliminate distortion in pictures viewed from the extreme side seats and to provide a more optically-perfect reflecting surface was shown to the press yesterday at the Paris Theatre here by Transcolor Screen Co., the maker, and Norpat Sales, the distributor.

TV Nets to Get AFM Contract Bid Today

James C. Petrillo, president of the American Federation of Musicians, is scheduled to meet at his office here today with representatives of all television networks to present the AFM's proposals for new national contracts, a spokesman for the union revealed last night.

Disney-RKO Meet On 'Alice' Drive

Sales and publicity executives of Walt Disney Productions and RKO Pictures met here again yesterday at the Hotel Warwick in a series of meetings on promotional plans for Disney's "Alice in Wonderland," scheduled for fall release. William B. Levy, Disney worldwide sales manager, presided.

Sell Tickets, Not Candy: Grainger

CLEVELAND, Jan. 30. — Too many theatres are operated from the standpoint of concession stands, rather than the box-office, E. C. Grainger, president of the Shea circuit, told circuit managers meeting here today for the company's annual two-day conference.

Grainger admitted that income from concessions is important in a theatre's operation, but he emphasized the box-office. He reported that no general admission price hike policy is anticipated and that "business shows a slight steady improvement."

Prizes amounting to $1,250 were awarded to the four Shea managers judged by executives in the New York offices to have done the best showmanship and the operation of concessions was not considered in the judging. Jack Hynes, manager of the Paramount, Youngstown, O., was awarded $650 for first prize and three other managers tied, each receiving a check for $200.

Greenblatt Is Named A 'V.P.' of Lippert

Arthur Greenblatt, general sales manager of domestic distribution for Lippert Pictures, Inc., has been named a vice-president of the company. Greenblatt joined Screen Guild—Lippert distribution predecessor—as Eastern sales manager in 1947.

Newsreel Parade

GEN. EISENHOWER'S return home and the fighting in Korea are the highlights in current newsreels. Other items include the "Brotherhood" rally, Premier Pleven's visit here, and sporting events. Complete contents follow:

MOVIETONE NEWS, No. 10 — Gen. Eisenhower ends foreign tour. Gen. MacArthur marks 71st birthday. Avalanches kill hundreds in Alps. A-Bomb carrier makes last trip. Army tests submarine "truck." Plea for "Brotherhood." Sports.

NEWS OF THE DAY, No. 243—Gen. Eisenhower returns. Truman welcomes Premier Pleven. UN forces fight on in Korea. Gen. MacArthur's birthday. Negligee fashions. Tragedy in the Alps. Former Premier Raynaud at "Brotherhood" rally.

PARAMOUNT NEWS, No. 47 — "Ike" home from mission abroad. Washington welcomes Premier Pleven. John Foster Dulles in Japan. Gen. MacArthur's birthday. Services for Gen. Walker. Underwater truck in successful test. Sports.

TELENEWS DIGEST, No. 5-A — UN advance in Korea. Japan's new police force. Gen Eisenhower returns. Washington amateur show. Carnival season underway in Germany. Bob-sledding in Bavarian Alps. Basketball.

UNIVERSAL NEWS, No. 426 — Indo-China: Red-held hostages returned to France. News in brief: "Brotherhood Week," Gen. Eisenhower returns, Premier Pleven here. Blood donors. Trucks and tires pass rigid test. Sports news.

WARNER PATHE NEWS, No. 49— "G.I.'s" push North. Gen. MacArthur's birthday. Gen. Eisenhower comes home. Premier Pleven visits U. S. Wage-price chiefs act on "freeze." "Brotherhood" dinner hears Paul Reynaud. Eager-beaver enlists. Sports.

Cold Puts the Bite On Chicago Grosses

CHICAGO, Jan. 30. — Below-zero temperatures here yesterday and today cut deeply into Loop and neighborhood theatre business. The cold wave is expected to last at least two more days. Loop houses, most of them with big attractions, all of which did very well over the weekend, are especially feeling the pinch.

Tri-States Follows Higher Scale Trend

DES MOINES, Jan. 30. — Night admission prices at four Tri-States theatres in this city have been advanced six cents. Prices at the Des Moines, Roosevelt, Paramount and Ingersoll have been raised from 65 cents to 71 cents. The same increase also has been put into effect at the RKO Orpheum.

Minnesota Owners Weigh Price Hike

Minneapolis, Jan. 30.—Some 20 independent exhibitors, meeting at Little Falls, Minn., started consideration of a proposal to line up all theatres in North Central Minnesota for an increase in admission prices to meet a uniform scale. Lowell Smoots, Little Falls exhibitor, sponsored the meeting.

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THE MOST PRAISED PICTURE OF THE YEAR!

"Best drama of the month. A rare and satisfying treat."—**LOUELLA PARSONS** "Louis Calhern's performance ranks among screen's greatest."—**HEDDA HOPPER** • "Fine film version of the play."—**WOMAN'S HOME COMPANION** • "Outstanding film. Great charm and humor."—**REDBOOK** "Louis Calhern . . . leading Academy Award contender."—**LOUIS SOBOL** (*Syndicated Columnist*) • "Louis Calhern repeats his fine stage performance."—**GOOD HOUSEKEEPING** • "'The Magnificent Yankee' is just that—magnificent."—**SHEILAH GRAHAM** (*Syndicated Columnist*) • "Everyone's magnificent in 'The Magnificent Yankee'."—**ERSKINE JOHNSON** (*Syndicated Columnist*) • "Contemplating Academy Award voting, 1950 brought forth only good pictures, and no giants. Now that is changed...I hope 'The Magnificent Yankee' wins."—**EILEEN CREELMAN,** *N. Y. World-Tele. and Sun* • "'The Magnificent Yankee' superbly played by Louis Calhern."—**WALTER WINCHELL** "An extraordinary film . . . Women will love it."—**LEE MORTIMER,** *N. Y. Mirror* • "Louis Calhern is little short of magnificent."—**KATE CAMERON,** *N. Y. Daily News* • "Louis Calhern gets my vote for Academy Award."—**BILL LEONARD,** *C.B.S.* • "Mr. Calhern endows drama with humor, inspiration and heart."—**BOSLEY CROWTHER** "Finest biographical film I have ever seen."—**H. V. KALTENBORN** • "Entrancingly produced and acted."—**HERBERT BAYARD SWOPE** • "Magnificent performances by Louis Calhern and Ann Harding."—**HELEN HAYES** • "A picture every American should see."—**FANNIE HURST** • WINNER OF PARENTS' MAGAZINE MEDAL • "A truly great picture."—**BOXOFFICE MAGAZINE** "Vital, powerful, brilliant, warm, human."—**FILM DAILY** • "Credit to the industry and screen."—**THE EXHIBITOR** "Prestige for the industry and payoff at the box-office."—**VARIETY**

★

M-G-M presents "THE MAGNIFICENT YANKEE" starring LOUIS CALHERN ANN HARDING • Written by Emmet Lavery • Based on his play produced by Arthur Hopkins • Directed by JOHN STURGES Produced by ARMAND DEUTSCH • A METRO-GOLDWYN-MAYER PICTURE

BROTHERHOOD WEEK FEB. 18-25
To Promote Brotherhood All Year!

"Thank you Mr. Jones
for myself and my family for
'The Magnificent Yankee'."



EXHIBITORS WILL HEAR THIS ALL OVER AMERICA!

Phonevision

(*Continued from page* 1)

survey at a peak period showed that an average of 6.2 persons were viewing the Phonevision offerings at a cost of approximately only 16 cents per person.

Reports of the test also tend to show that film distributors lose exhibition control of their pictures when they are shown on Phonevision. Audiences of up to 16 persons were voluntarily reported by some of the test families, all seeing the picture at the flat rate of $1 per showing, regardless of the number of viewers. Trade observers point out there is nothing to prevent three or four times that number seeing a Phonevision film showing for the $1 charge.

Zenith Radio, owner of Phonevision, reported that 50 per cent of the test families expressed the view that the showings were worth more than $1, but trade observers, having in mind the 25 per cent that ordered no film shown at the nominal charge during a period of maximum Phonevision novelty, are dubious about how many would pay more than that after the novelty has been dissipated.

Zenith also has reported that a large number of the test families said they had not previously seen the pictures ordered, indicating that Phonevision might tap an appreciable additional audience for films two or more years old. However, industry observers feel that this indicated market ultimately will not compare favorably with the reissue market for any good picture. They suspect, too, that the reissue values of the pictures shown and to be shown in the Phonevision experiment will be depreciated in the Chicago market because of the reportedly large numbers of people other than the 300 test families and their guests who tuned in the films and listened to ungarbled sound tracks or used various devices to obtain picture reception.

Distributors are not charging Phonevision for the films supplied for the test but, under Zenith's plan, if Phonevision were on a commercial basis the distributors would receive 50 per cent of the $1 billings.

Industry observers, particularly theatre operators, believe now the test is proving very worthwhile. Thus far, it has added to their knowledge and subtracted from their worries.

Phonevision Gets 7, Four from M-G-M

CHICAGO, Jan. 30.—New Phonevision film-fare for next week includes four M-G-M features, one from Warner, one from RKO Radio, and one from Paramount.

Films, producers, and the year produced follow: "Lady in the Lake," "Desire Me," "The Arnelo Affair," and "Killer McCoy," all M-G-M, 1947; "Always Together," Warner, 1948; "Tycoon," RKO, 1947; "Jungle Flight," Paramount, 1947.

ELC-Cusick Deal

(*Continued from page* 1)

in final editing stages, and a Harry Kurnitz film adaptation of Somerset Maugham's "His Excellency," scheduled for shooting in July. Cusick is presently negotiating with Hedy Lamarr and Rex Harrison to play the leads in this production, which will be made in London.

Screen Telecasts of Pigskin Games To Get Another Kicking-Around

Springfield, Ill., Jan. 30.—Senator Miller today introduced a bill in the State Senate designed to force the University of Illinois to televise football games and other athletic contests.

The bill requires yearly bids for the awarding of TV contracts to bring the school the most profit and at the same time enable the public to see as many such events as possible. Last fall, Balaban and Katz had exclusive rights to all University of Illinois home-played football games.

A bill to prohibit the University from obtaining revenue from simultaneous telecasting of games on Chicago theatre screens when the games are not telecast to home receivers was introduced last week in the Illinois House. A bill was introduced last week in Minnesota demanding such action, and other states reportedly are considering similar legislation. However, the National Collegiate Athletic Association recently voted a one-year moratorium on "live" television of football to allow it to study attendance and other factors.

'IA' Pension Plan

(*Continued from page* 1)

whether the "306" plan measured up to tax exemption specifications.

The government wage freeze order will not affect the "306"-management program because agreement on the program was reached months ago, it was reported by a spokesman for the local.

As set forth in consequence of the renegotiation, the program does not require approval of the Bureau, it was explained. As constructed originally, however, the program would have had to be approved by the Bureau.

The program calls for payment by Loew's, RKO and other large New York circuits, of five per cent of the basic wage scale for each projectionist, at the rate of 54 weeks annually, which includes the two weeks' vacation relief man. These payments will go into a fund to which the local's members will contribute $3.25 quarterly (in addition to regular union dues). The new program supplants one which Local 306 has had for many years under the administration of Herman Gelber, the local's president.

The program provides death payments of $4,000 from the fund, and includes health, hospitalization and sick benefits. There are provisions for disability retirements. Weekly payment during retirement because of age will be $30.

9 from 20th

(*Continued from page* 1)

voted to sales plans for all of the films, as well as a discussion of advertising and exploitation ideas currently in work for the second quarter line-up.

Pictures to be released in April are: *"U. S. S. Teakettle,"* starring Gary Cooper and produced by Fred Kohlmar, with Henry Hathaway directing. "I Can Get it For You Wholesale," starring Susan Hayward, Dan Dailey and George Sanders. Produced by Sol C. Siegel, directed by Michael Gordon, and "Follow the Sun," starring Glenn Ford and Anne Baxter. Produced by Samuel G. Engel and directed by Sidney Lanfield.

Pictures for May include: "Fourteen Hours," starring Paul Douglas, Richard Basehart, Barbara Bel Geddes and Debra Paget. Produced by Siegel and directed by Hathaway.

"Rawhide," starring Tyrone Power and Susan Hayward. Produced by Engel and directed by Hathaway. "On the Riviera," in Technicolor, starring Danny Kaye, Gene Tierney and Corinne Calvet. Produced by Siegel and directed by Walter Lang.

'Miracle' Hearing

(*Continued from page* 1)

firms an opportunity to show why each permit "should not be rescinded and cancelled, on the ground that said pictures are and each of them is sacrilegious."

Some 65 persons crowded the hearing room at the Bar Association Building here, including Ephraim S. London, attorney for Joseph Burstyn as an individual and sole stockholder in the firm bearing his name. London asked to speak for Burstyn in the interests of defending the latter's reputation in light of the controversy over "The Miracle." Denying London the privilege on the ground that the hearing was called specifically and solely to hear the licensees, Chancellor Emeritus William A. Wallin, who presided, said the hearing was not intended to provide a "forum."

Blasts Critics

(*Continued from page* 1)

value for movie-goers—those quaint people who support our industry, and, incidentally, make the reviewers' job possible."

In this respect, the Myers' bulletin said, the critics are falling down on the job, "misleading their readers and hurting the film business. It is time they started telling their readers whether the pictures reviewed, despite their ivory-tower point of view, will give the audience a good time."

As an example, Myers cited *Time* magazine's review of "At War with the Army," which he said no one could read and still want to see the film, and then a trade press report citing the mobs at the N. Y. Paramount Theatre to see the film.

MPA Advisory Unit

(*Continued from page* 1)

tween McCarthy and Rupert Somervell, Under-Secretary to the British Board of Trade, during the latter's visit to New York for the signing of the current Anglo-American film agreement.

"A British Board of Trade spokesman welcomed the extension of these facilities to British producers as a helpful and cooperative move on the part of the Motion Picture Association, indicating the happier relations that now exist between the two industries," according to an MPAA statement.

The Advisory Unit, set up early in 1950 under the executive guidance of B. Bernard Kreisler, is a consultative unit established within the MPAA.

Tax Warning

(*Continued from page* 1)

tion, adding that he didn't "think the industry could bear it."

Sullivan will tell a convention decimated in ranks by one of the worst blizzards to hit this area in many years that need to reactivate the committee is essential in order to resist threatened and currently unforeseeable excise taxes and the moves of state and municipal governments along such lines. "We must mobilize on all industry fronts with authentic and authoritative statistics and be the best informed industry spokesmen," he will say. It is likely Tri-States will endorse Sullivan's suggestion in a resolution directed to national TOA which, in turn, will refer it to COMPO.

Coyne also outlined COMPO's purposes and pressed the need for the industry to organize through COMPO as the nation has on the national front. His address was well received and the likelihood is strong that Tri-States will ratify participation in COMPO before the convention closes with a dinner at the Hotel Gayoso tomorrow evening when new officers will be installed. K. K. ("Deacon") King of Searcy, Ark., is the new president. Leon Roundtree, Holly Springs, Miss., is the new vice-president; M. A. Lightman, Jr., secretary-treasurer and Max A. Connet, Newton, Miss., new chairman of the board. He formerly was president.

Coyne said about $600,000,000 went into television sets last year and that actually theatres were getting only about 40 per cent of the amusement dollar.

Sullivan tomorrow will urge exhibitors to place immediate orders for theatre television equipment before defense requirements cut back manufacture. He is of the opinion this will take place in six months at the outside.

U. A. Deal

(*Continued from page* 1)

unwarranted and predictions meaningless. It was stated, however, that the negotiations look "pretty good" now and, barring unforeseen developments, could be concluded one way or another within the next week.

If the negotiations are concluded successfully, Walter Heller & Co., Chicago factors, would advance financing for current UA requirements and for new production to be released through the company. Heller is not involved in the negotiations for control of UA nor would he become one of the company's owners in the event the deal is successfully concluded with Mary Pickford and Charles Chaplin.

Loew's Gets Stay

(*Continued from page* 1)

is to give the film company opportunity to work out a consent decree with the government.

The stipulation was to have been filed late today or tomorrow, and requires approval of the New York Court. This was expected immediately.

Justice spokesmen said that while formal conversations with Loew's officials have not yet started, the company lawyers are working hard to prepare various information that will be needed for those talks, and that negotiations will probably start soon.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 69. NO. 23 NEW YORK, U. S. A., THURSDAY, FEBRUARY 1, 1951 TEN CENTS

U. S. Official Says Film Wages Frozen

No Talk Yet of Thaw; Policy Statement Due

WASHINGTON, Jan. 31.—A top Wage Stabilization Board official said that wages and salaries in the film industry and other industries whose prices are free from control are "definitely under" the wage control freeze.

Moreover, this official said, "we have not yet discussed eliminating them." Other Wage Board spokesmen said that despite this last statement there might be a Board policy announced on the matter within the next few days.

The Board started issuing interpretations of the wage freeze order today. One such order declared that any wage boost agreed to before Jan.

(*Continued on page 4*)

TV Pay 20% Above Radio Is AFM Bid

James C. Petrillo, president of the American Federation of Musicians, opened negotiations for new contracts with the national television networks at a meeting in his office here yesterday. Principal proposal delivered by the union was that the basic minimum scale for network single and weekly engagement telecasts shall be 20 per cent over the applicable network radio scale of the musicians' local in whose jurisdiction the telecast takes place.

The proposals call also for prohibition of film auditions "of any nature,"

(*Continued on page 4*)

'Heart' Award On TV for 1st Time

Variety Clubs International's annual "Heart" award will be televised this year, for the first time. The presentation will be made by Marc Wolf, international chief barker, on May 12 at the Bellevue-Stratford Hotel in Philadelphia on the "Ken Murray Show," over CBS-TV. It will highlight Variety's annual convention, May 9-12.

ADMINISTRATION REQUEST FOR HIGHER TICKET TAX DOUBTED

Film Relay Plan Is Embargo Insurance

If film shipments should be threatened by the Defense Transportation Administration's order of yesterday for railroads to embargo all freight that cannot be cleared through yards tied up by the widespread switchmen's strike, the special film carriers' relay plan formulated two years ago by distributors would be put in operation at once, it was expected last night.

The plan, set up when a railroad strike halted the flow of prints between exchanges, embodies the relaying of prints among carriers whose territorial borders touch. In operation, it represents a possible nationwide network of relay activity.

The Northeast section grouped in the embargo order includes: Connecti-

(*Continued on page 2*)

WASHINGTON, Jan. 31.—President Truman told the House Ways and Means Committee today he would ask Congress to raise from $1,500,000,000 to $2,000,000,000 more a year from excise taxes, but he did not say which levies he would ask Congress to increase.

However, one Committee member with excellent Treasury Department contacts said he seriously doubted the Administration would ask for a boost in the admission tax at this time.

Details of the President's tax requests will be submitted to Congress on Friday.

Also out the window, apparently, at least insofar as the Administration is concerned, is any sales tax. This may find favor, however, in the Senate.

The President told the Committee that he will ask for an immediate tax

(*Continued on page 4*)

MPAA Finds New Source of Revenue For Foreign Films in Colleges

That the nation's colleges constitute a great new source of revenue for foreign films is indicated by the high rate of response to questionnaires recently sent to 563 colleges by the Motion Picture Association of America's Advisory unit for Foreign Films.

The questionnaires, seeking advice on the commercial potentialities of foreign films in colleges, went out less than two weeks ago, and already over 40 per cent of the institutions have replied. While MPAA officials have not yet analyzed the replies, they feel that this is an unusually large percentage for any questionnaire, and that this fact can only indicate enthusiasm for more foreign films.

ROSEN URGES TECHNOLOGICAL RESEARCH TO AID INDUSTRY

A major need in the motion picture industry in these times is a permanent "institute" for the pursuit and coordination of technological research, it is maintained by Samuel Rosen, vice-president and treasurer of Fabian Theatres.

Rosen expressed this view following the recent announcement in New York of Cinema Productions' plans for cooperating with legitimate theatre interests in the production of a feature here. Although the picture will be made in accordance with standard techniques, Cinema, an organization of prominent U. S. exhibitors, is said to

(*Continued on page 4*)

Tri-States TOA in Favor of COMPO

MEMPHIS, Jan. 31.—A resolution ratifying participation in the Council of Motion Pictures Organizations for another year was passed today at the closing annual convention session of the Theatre Owners of Arkansas, Mississippi and Tennessee, meeting here at the Gayoso Hotel.

A second resolution called for a petition to be sent to the national

(*Continued on page 4*)

Wallis Weighs Para. Studio Post Offer

Would Function Under Prod. 'V.P.' Freeman

Hal B. Wallis, now in New York, is considering a proposal advanced to him by Barney Balaban, Paramount president, and Y. Frank Freeman, vice-president in charge of production, to take over duties held until now by Samuel J. Briskin, who as executive assistant to Freeman is de facto head of production.

Briskin whose health is declining has asked to be relieved of his duties, or most of them, but not of his association with the company with which he is under contract.

Wallis, who could not be reached for comment last night, is understood to be interested provided it is possible to work out an arrangement acceptable to him in view of his present fi-

(*Continued on page 4*)

Sets 50% Production Boost for Para.

With 14 features ready for release, nine completed or nearing completion, three presently shooting, 26 scheduled for production, Paramount is in its best product position in the company's history, Barney Balaban, president, said here yesterday.

"Our announced objective of a 50 per cent increase in product output will be met," Balaban said, following four days of East-West executive meetings here.

(*Continued on page 4*)

Skouras Leads Group To D. of J. Confab

Washington, Jan. 31.—20th Century-Fox president Spyros P. Skouras headed a group of company officials and attorneys in further consent decree negotiations with the Justice Department here today.

A Department spokesman refused to say whether Skouras' presence indicated the beginning of the end of the decree negotiations.

Personal Mention

ARTHUR DEBRA, director of the community relations division of the Motion Picture Association of America, has returned here from a tour of Southwestern and Eastern cities on promotional plans for new product.

•

PHILIP J. O'BRIEN, JR., associate attorney of the Motion Picture Association of America's legal department, was married here yesterday to MURIEL M. WARD of the MPAA's national child film library and preview committee.

•

MRS. ALICE THOMPSON, publisher and editor-in-chief of *Seventeen* magazine, and MISS FRANCES HODGES, director of merchandising services, are slated to leave here for the Coast tomorrow to study film fashions.

•

ELLIS G. ARNALL, president of the Society of Independent Motion Picture Producers, was prevented yesterday by storm from leaving here by plane for Washington and Atlanta. He is scheduled to leave today instead.

•

PAUL PEASE, treasurer of Walt Disney Productions, and ROY KELLER, Disney Studio executive, have returned to the Coast following meetings here.

•

ARTHUR FREED, M-G-M producer, will leave New York today for Hot Springs and New Orleans, en route to the Coast.

•

MIKE HOFFAY, foreign publicity manager of Eagle Lion Classics, is recovering at his home from a broken ankle.

•

ARMAND DEUTSCH, M-G-M producer, has returned to Hollywood from New York and Boston.

•

JERRY FAIRBANKS, producer, has returned to Hollywood from Chicago and Dayton, O.

•

HERB SILVERBERG, attorney for HARRY M. POPKIN, is due to arrive here today from the Coast.

•

DON PRINCE, RKO Pictures Eastern publicity director, is slated to leave here for the Coast tomorrow by plane.

To Tour for 'Mike'

M-G-M is sending Pug Wells, American Airlines stewardess, who inspired the company's new film, "Three Guys Named Mike," and who appears in the film, on a tour of 16 cities, accompanied by Dan S. Terrell, M-G-M exploitation director.

Century to Fein

The advertising account of Century Projector Corp., N. Y., manufacturers of projectors and equipment, has been turned over to the Nathan Fein agency here. Ray Furber is account executive.

Krim, Grinieff On Coast on UA Deals

HOLLYWOOD, Jan. 31.—United Artists' principals Mary Pickford and Charles Chaplin will be in a position to choose between offers by the Krim-Benjamin-Heller syndicate and Jacques Grinieff, foreign film distributor, to take over the company management, when attorneys who have been working on the proposed Krim-Benjamin-Heller contract for more than a week complete drawing up terms, it was indicated today.

Arthur Krim arrived here today, prepared to enter negotiations with the owners personally when the projected contract is finalized. Grinieff, who also arrived today, has said he will not compete against the syndicate, but is standing by to renew his original offer, made prior to the Krim-Benjamin-Heller syndicate proposal.

Name Lightman for Theatre Fund Board

The Council of the Living Theatre's new Foundation Fund has nominated M. A. Lightman, Memphis exhibitor and former head of the Motion Picture Theatre Owners of America, as a member of its board of directors.

Lightman will represent, as president of Cinema Productions, Inc., a group of 10 motion picture theatre owners which will produce a film entitled "Main Street to Broadway," in collaboration with the Council. Robert E. Sherwood is writing the film story and Lester Cowan will produce.

Lightman has called a meeting of the Cinema Productions board here on Monday for discussion of distribution and other matters concerned with the film.

AMPA Tribute to McWilliams on Feb. 8

The Associated Motion Picture Advertisers will hold its first closed luncheon-meeting of 1951 at Trader Tom's Restaurant here on Feb. 8.

Plans are underway to pay tribute to Harry K. McWilliams, AMPA president, on that occasion for his efforts during the past year in behalf of the organization.

Halt Montana Strike

SALT LAKE CITY, Jan. 31.—The strike of projectionists of Western Montana theatres of the Fox-Intermountain circuit is temporarily ended pending arbitration.

David Kaufman, 51

CLEVELAND, Jan. 31.—David Kaufman, 51, Warner salesman, was killed in a car accident near Salem, O., Tuesday night. Survivors are the widow, and three children. Funeral services will be held at Far Rockaway, N. Y.

Brandt Leases Embassy

The Embassy Theatre, at 42nd Street and Park Ave. here, has been leased by Brandt Theatres.

Court Okays 60-Day Loew's Extension

The New York Statutory Court yesterday granted Loew's another 60 days, until March 31, to file its plans for divorcement and divestiture under the government anti-trust decree. The delay, agreed to by the Department of Justice, will enable the company to make further progress in seeking a consent decree with the government.

Field Groups Plan 'Brotherhood Week'

Plans for the observance of "Brotherhood Week," Feb. 18-25, sponsored by the National Conference of Christians and Jews, are going forward in the field.

In New Orleans, support was pledged to the drive at a meeting attended by some 500 industry representatives. A meeting in Albany was attended by 400 with enthusiastic support indicated. In Atlanta, some 1,000 attended a "Brotherhood" meeting to which the public as well as the industry was invited. All branches of the industry were represented in Detroit at a "Brotherhood" meeting held there.

MPAA Talks Cover Blocked Jap Funds

WASHINGTON, Jan. 31. — The blocked balances of motion picture companies in Japan figured prominently in discussions held here today between Motion Picture Association of America officials and Governor Ichimada of the Bank of Japan.

Governor Ichimada, a member of a Japanese delegation touring the U. S., met with Joyce O'Hara and John McCarthy of the MPAA. Later he visited Treasury Department and other top government officials.

Charles Skouras Also To View Swiss TV

HOLLYWOOD, Jan. 31.—Charles P. Skouras, president of National Theatres, will leave here by plane tomorrow for New York, en route to Europe. He and Spyros P. Skouras, president of 20th Century-Fox, will leave New York at the weekend for Zurich, Switzerland, where other 20th Century-Fox executives are already investigating a new Swiss theatre television system.

Adler to Handle 'Seven Days' Ads

Ben Adler, veteran art director and advertising consultant, has been assigned to prepare national and trade ads and a press book for "Seven Days to Noon," the British import being distributed in the U. S. by Distinguished Films.

Adler recently moved his headquarters from Newark to the Paramount Building here.

21 to Help Schwartz Help the Scouts

Sol. A. Schwartz, president of RKO Theatres, and amusement division chairman of the 1951 Fund of the Boy Scouts of America's Greater New York Councils, in calling upon members of the industry to be "good scouts" and contribute to the Scouts' current $2,000,000 drive, has named the following 21 as chairmen in charge of collections at their respective companies.

Robert Mochrie, RKO Radio; A. W. Smith, Jr., 20th Century-Fox; Abe Schneider, Columbia; Stewart McDonald, Warner; William Heineman, Eagle Lion Classics; R. J. Weitman, United Paramount Theatres; Arthur Israel, Paramount Pictures; Herman Robbins, National Screen Service; Michael Edelstein, RKO Theatres; Mary Tuttle, RKO Service Corp.; Oscar Doob, Loew's; Charles Feldman, Universal; William White, Skouras Theatres; Manny Frisch, Randforce; Gradwell Sears, United Artists; James R. Grainger, Republic Pictures; J. P. Friedhoff, Monogram; Ben Sherman, ABC Vending; Joe Hornstein, theatre supplies; Sam Goodman, Century Circuit; Mrs. Edith Marshall, ITOA.

Eisenhower's Report Set for 5 NY Houses

Fabian's Fox in Brooklyn and Palace in Albany; Century's Marine in Brooklyn and Queens on Long Island, and RKO's New York Fordham, will be among the theatres which will carry large-screen television presentations of Gen. Dwight D. Eisenhower's report to the nation tomorrow evening by Nathan Halpern, Fabian television consultant.

$18,000 for Kaye, 'Mister' at Roxy

Despite heavy snow, the Roxy opening here yesterday of 20th-Fox's "Call Me Mister" with Danny Kaye on stage drew an estimated $18,000, the house's best opening-day figure since Feb., 1949, when "Yellow Sky," also with Kaye in person, was on the bill, according to A. J. Balaban, executive director of the Roxy.

Mrs. Truman Heads Benefit for Palsy

Mrs. Harry S. Truman will be honorary chairman of a committee arranging for the Washington premiere on Feb. 19 of "September Affair," Paramount-Hal Wallis feature which will be shown in key cities for the benefit of United Cerebral Palsy Associations. The film will have its first Capital showing at the Warner-Uptown, it was announced.

Film Relay Plan

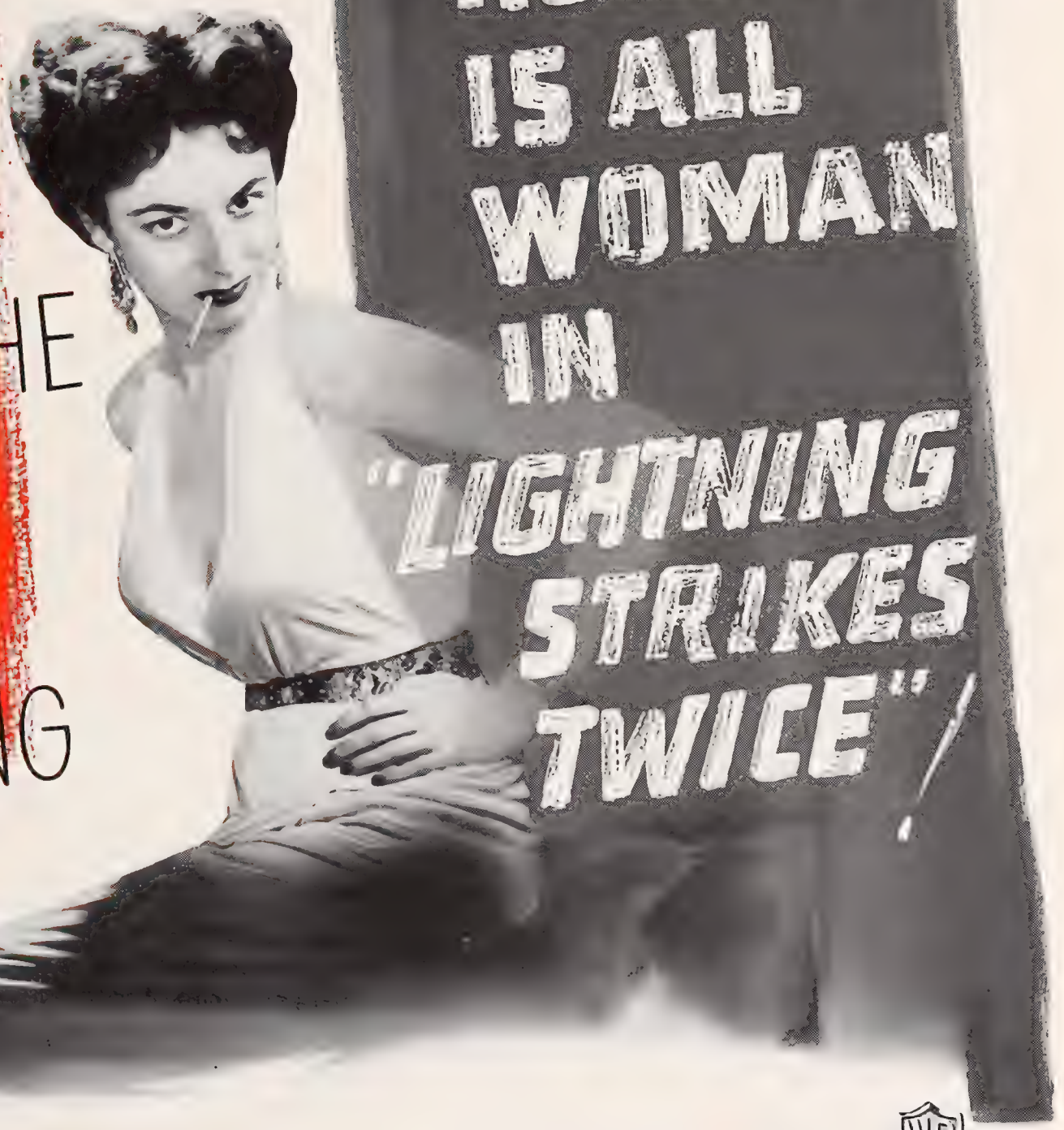
(*Continued from page* 1)

cut, Delaware, Indiana, Maine, Maryland, Massachusetts, Michigan, New Hampshire, New Jersey, New York, Ohio, Pennsylvania, Rhode Island and Vermont.

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WOULD YOU HAVE THE NERVE TO DO WHAT SHE DID ON HER WEDDING DAY?

your ↑ ad angle



RUTH ROMAN IS ALL WOMAN IN "LIGHTNING STRIKES TWICE"!

ALSO STARRING

RICHARD TODD

MERCEDES McCAMBRIDGE

ZACHARY SCOTT

Her first picture since winning the Academy Award in 'All the Kings Men.'

DIRECTED BY KING VIDOR

PRODUCED BY HENRY BLANKE

Screen Play by LENORE COFFEE
From a Novel by Margaret Echard
Music by Max Steiner

WARNER BROS. TRADE SHOW FEBRUARY 9

ALBANY
Warner Screening Room
79 N. Pearl St. • 12:30 P.M.

ATLANTA
20th Century-Fox Screening Room
197 Walton St. N.W. • 7:30 P.M

BOSTON
RKO Screening Room
122 Arlington St. • 2:30 P.M.

BUFFALO
Paramount Screening Room
464 Franklin St. • 10:30 A.M.

CHARLOTTE
20th Century-Fox Screening Room
308 S. Church St. • 2:00 P.M.

CHICAGO
Warner Screening Room
1307 So. Wabash Ave. • 1:30 P.M.

CINCINNATI
RKO Palace Th. Screening Room
Palace Th. Bldg. E. 6th • 8:00 P.M.

CLEVELAND
Warner Screening Room
2300 Payne Ave • 8:30 P.M.

DALLAS
20th Century-Fox Screening Room
1803 Wood St. • 2:00 P.M.

DENVER
Paramount Screening Room
2100 Stout St. • 2:00 P.M.

DES MOINES
Paramount Screening Room
1125 High St. • 12:45 P.M.

DETROIT
Film Exchange Building
2310 Cass Ave. • 2:00 P.M.

INDIANAPOLIS
20th Century-Fox Screening Room
326 No. Illinois St. • 1:00 P.M.

JACKSONVILLE
Florida Theatre Bldg. Sc. Rm.
128 E. Forsyth St. • 2:30 P.M.

KANSAS CITY
20th Century-Fox Screening Room
1720 Wyandotte St. • 1:30 P.M.

LOS ANGELES
Warner Screening Room
2025 S. Vermont Ave. • 2:00 P.M.

MEMPHIS
20th Century-Fox Screening Room
151 Vance Ave. • 2:00 P.M.

MILWAUKEE
Warner Theatre Screening Room
212 W. Wisconsin Ave. • 2:00 P.M.

MINNEAPOLIS
Warner Screening Room
1000 Currie Ave. • 2:00 P.M.

NEW HAVEN
Warner Theatre Projection Room
70 College St. • 2:00 P.M.

NEW ORLEANS
20th Century-Fox Screening Room
200 S. Liberty St. • 8:00 P.M.

NEW YORK
Home Office
321 W. 44th St. • 3:00 P.M

OKLAHOMA
20th Century-Fox Screening Room
10 North Lee St. • 1:30 P.M.

OMAHA
20th Century-Fox Screening Room
1502 Davenport St. • 1:00 P.M.

PHILADELPHIA
Warner Screening Room
230 No. 13th St. • 2:30 P.M.

PITTSBURGH
20th Century Fox Screening Room
1715 Blvd. of Allies • 1:30 P.M.

PORTLAND
Jewel Box Screening Room
1947 N.W. Kearney St. • 2:00 P.M

SALT LAKE
20th Century Fox Screening Room
216 East 1st South • 2:00 P.M.

SAN FRANCISCO
Paramount Screening Room
221 Golden Gate Ave. • 1:30 P.M.

SEATTLE
Modern Theatre
2400 Third Ave. • 10:30 A.M.

ST. LOUIS
S'renco Screening Room
3143 Olive St. • 1:00 P.M.

WASHINGTON
Warner Theatre Building
13th & E. Sts. N.W. • 10:30 A.M.

BROTHERHOOD FOR PEACE AND FREEDOM Believe it! Live it! Support it! BROTHERHOOD WEEK — FEB. 18-25,

Wallis Weighs

(*Continued from page* 1)

nancing-releasing arrangements with Paramount. He is president of Wallis-Hazen, Inc., a partnership with Joseph Hazen. The company is under contract to deliver a series of pictures to Paramount over an extended period of years. This deal was recently renewed.

The arrangement under discussion would parallel Wallis' long association with Warner Brothers where he was executive producer under Jack L. Warner, vice-president in charge of production.

Says Briskin to Carry On Until Freeman Is Set

Barney Balaban, Paramount president, at the East-West executive meeting here yesterday, expressed his regret that Sam Briskin's health will prevent him from continuing as assistant to Y. Freeman, studio head, a position he has held since July, 1950.

Balaban said, "that Briskin will carry on until Freeman can relieve him of heavy duties and that Briskin will continue at the studio in some capacity "less physcially taxing."

Para. Product

(*Continued from page* 1)

Reports were also submitted at the meeting by George Weltner, president of Paramount International, and Fred E. Perkins, managing director for Great Britain. Both men expressed confidence that, barring a worsening of the international situation, the outlook for Paramount films in foreign markets was bright.

"Singly and overall," Balaban said, "as a design for a varied and balanced diet of motion picture entertainment, our product schedule, in our opinion, meets every requirement for existing and foreseeable market conditions.

"We on our part filled in the picture for Freeman on matters relative to public and exhibitor tastes and standards which he in turn applies to the production of pictures at the studio."

Those who attended the meetings included Y. Freeman, Adolph Zukor, chairman of the board; Paul Raibourn, vice-president in charge of budget and planning and television; Austin Keough, vice-president, secretary and general counsel; Russell Holman, Eastern production head; Weltner, Perkins, A. W. Schwalberg, president, and E. K. O'Shea and Max E. Youngstein, vice-presidents of Paramount Film Distributing Corp.

Tax Rise Doubted

(*Continued from page* 1)

increase of about $10,000,000,000 a year, and then later in the session he will submit further plans for another $6,000,000,000, or more. The $10,000,000,000 bill, it is expected, will propose a $4,000,000,000 increase in individual income taxes by a four-point boost in all tax brackets; another $3,000,000,000 from corporations by increasing the top corporate rate from the present 47 per cent to 55 per cent; and about $3,000,000,000 from more and higher excises and "loophole plugging."

The Ways and Means Committee is expected to open tax hearings on Monday, with Treasury Secretary Snyder as the lead-off witness.

Reviews

"Cry Danger"

(*Olympic-RKO Radio*)

MELODRAMATIC know-how and cleverly developed suspense do much to enhance a modest thriller in "Cry Danger." Dick Powell has the lead as one who is framed for a holdup and murder he never committed. Up front feminine-wise is Rhonda Fleming, while support comes from Richard Erdman, William Conrad and Regis Toomey. The production will provide a pleasing 79 minutes to armchair sleuths.

After languishing in jail for five years, Powell is finally pardoned when a friend returns from wartime service overseas to corroborate Powell's testimony. Thereupon Powell goes digging to find the real perpetrators of the crime so that his buddy, also believed to be innocent, may likewise be released from prison. The wife of the buddy is Miss Fleming who presently falls in love with Powell. In the course of Powell's sleuthing adventures he is shot at so often that he takes on the aspects of a clay pigeon. Chief engineer of the skullduggery is fat, soft and oily Conrad. It takes considerable doing by Powell before he has his man pinned and squirming for mercy. At this point Toomey, a detective, steps in to see that justice is satisfied.

By way of a novel twist, Powell does not get the girl in the end. She proves to be implicated in the crime along with her jailed husband.

An Olympic Productions' picture, "Cry Danger" was produced by Sam Wiesenthal and W. R. Frank. Robert Parrish directed, from a screenplay by William Bowers.

Running time, 79 minutes. General audience classification. February release.

MANDEL HERBSTMAN

"Two Lost Worlds"

(*Eagle Lion Classics*)

AGAINST an Australian background this adventure drama portrays the exploits of a young American clipper-ship designer, Jim Arness, who is wounded in a running fight with pirates. His ensuing adventures while awaiting the return of his shipmates, form the basis of a routine drama, which is aided somewhat by scenes of a volcanic eruption dubbed in from a film of some years ago.

Arness, painfully wounded, is left with some friendly colonists in Queensland. While recovering, he meets Laura Elliott, daughter of the local magistrate, and the two fall in love despite the fact that Miss Elliott is about to announce her engagement to Bill Kennedy, a sheep rancher. A pirate raid results in Arness, Miss Elliott and some companions escaping to an island.

Faced with starvation, the group on its way across the island encounter some rather unbelievable-looking giant lizards. Two of them engage in a spectacular fight to the death. To add to the dangers, an active volcano erupts. Then, just before the group is rescued by Arness' ship, Kennedy conveniently dies of his injuries.

A stilted commentary runs through the entire picture, and what dialogue there is, is contrived and boring. Boris Petroff produced and Norman Dawn directed, from a screenplay by Norman Hubbard. Juvenile audiences especially may find this adventure yarn fairly interesting.

Others in the cast are: Gloria Petroff, Tom Hubbard, Jane Harlan, Pierre Watkin, Bob Carson, Guy Bellis, James Guilfoyle, Fred Kohler, Jr., Tom Monroe, Tim Grahame, Richard Bartell, Charleen Hawks, Joey Ray and Herman Canton.

Running time, 61 minutes. General audience classification. January release.

SWG, Studios Meet Saturday on Pact

HOLLYWOOD, Jan. 31.—Studio negotiators will meet with the Screen Writers Guild board on Saturday to discuss the situation which has arisen since negotiations for a new contract broke down three months ago, prompting SWG to take a strike vote which can become effective on Feb. 15.

The board will then meet on Sunday to discuss Saturday's developments.

AFM TV Bid

(*Continued from page* 1)

and stipulate that a "repeat fee" shall be paid to musicians whose performances are reproduced on film during "live" telecasts. Where programs are broadcast simultaneously over radio and TV, the musicians shall be paid in addition to their radio payment, 50 per cent of such payment, it was proposed.

The network negotiators and Petrillo "recognized" at yesterday's meeting that any wage increases which would be embodied in new pacts would have to be ratified by the government under the wage freeze. The next negotiation session will be held on Monday afternoon at Petrillo's office.

Film Wages

(*Continued from page* 1)

25, but not effective before Jan. 25—the freeze date—would be allowed if it went into effect before Feb. 9. Another interpretation made it clear that such items as bonuses, holiday payments, welfare benefits, overtime, pension fund contributions and similar items are all subject to the freeze.

It is believed possible that a few option contracts might barely be affected by the first order. In the last war, the government refused to allow any increases under option contracts when the contract increases were to take place after the freeze order, no matter when the contracts were made.

Meanwhile, from New York, it was reported that film company officials were trying to decide whether to seek special exemption for members of talent guilds, should the government rule that all industry wages are indefinitely frozen. Such an attempt was made in the last war, the industry arguing that such employes were really "independent contractors." There is some feeling that the industry can hardly ask an exemption for better-paid talent employes and allow the freeze to continue on craft workers and other industry employes.

Conciliation Boards Weighed in Canada

Toronto, Jan. 31.—Executives of the Motion Picture Theatres Association of Ontario have taken up with trade interests here the question of co-operation in the establishment of conciliation and arbitration boards for the industry in this Province. The president of the association is Stan Gosnell, manager of the Uptown Theatre, Toronto.

Tri-States TOA

(*Continued from page* 1)

Theatre Owners of America, asking that TOA set up a code of bad trade practices and report violations of the projected code to the Bureau of Internal Revenue.

Other officers elected, besides K. K. ("Deacon") King of Searcy, Ark., as president, as reported here yesterday in conjunction with other selections, were: Arkansas vice-president, Gordon Hutchins, Corning; Mississippi vice-president, R. B. Cox, Batesville; Tennessee vice - president, Nathan Flexer, Waverly.

Arkansas directors: Sam Kirby, Little Rock; Don Landers, Harrisburg; Roy Cochran, North Little Rock; and Mrs. Jessie Howe, Hot Springs.

Mississippi director: Leon Rountree, Holly Springs; E. W. Clinton, Monticello; T. E. Williams, Clarksdale; and Earl Elkins, Aberdeen.

Tennessee directors: Ed Cullins, Memphis; Mrs. H. A. Fitch, Erin; Mrs. Louise Mask, Bolivar; and Edward O. Sapinsley, Memphis. W. E. Ruffin, Jr., Covington, was selected as national representative to TOA.

The resolution on COMPO, passed after delegates listened to addresses by Gael Sullivan, executive director of TOA, and Robert W. Coyne, special counsel of COMPO, warning against the possibility of an increased Federal admission tax, called upon COMPO to serve as the spokesman for the industry on such industry-wide problems as taxation, in addition to public relations and coersive legislation.

Rosen Urges

be anxious to employ in the future new technics, such as the polaroid three-dimensional process. Si H. Fabian, president of Fabian Theatres, is a member of the Cinema Productions board of directors.

The establishment of a "Motion Picture Research Institute with a fund of perhaps $2,000,000, to conduct certain experimental projects," has been proposed by Elmer C. Rhoden, president of Fox Midwest Theatres. Rhoden's proposal has been in preparation for some time and is contained in a brochure which the Council of Motion Picture Organizations has under study.

Emphasizing that he was speaking only for himself, Rosen pointed out that other large industries such as steel carry on highly organized research activities and as a result progress steadily in the technological sphere. In Rosen's opinion the film industry unquestionably has as much use for technological research as have other industries. He believes the possibilities inherent in such research, on an industry-wide basis, would be unlimited for motion pictures.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 69. NO. 24 NEW YORK, U. S. A., FRIDAY, FEBRUARY 2, 1951 TEN CENTS

Pay Freeze to Highlight 'IA' Board Agenda

Walsh Off for Tucson as Industry Status Is Set

Now that it has been authoritatively indicated in Washington that the film industry and other industries whose prices are free from control are "definitely under" the wage freeze, it is expected that a stand on the wage control order will be taken by the IATSE international executive board when it meets in Tucson next week. The meeting will open Monday at the Santa Rita Hotel.

"IA" international president Richard F. Walsh left here yesterday by train for Tucson accompanied by William P. Raoul, secretary-treasurer; James J. Brennan, international vice-president, and Thomas J. Shea, assistant international president.

The "IA" board may or may not announce publicly whatever stand it takes on the wage freeze order. If it maintains for the time being an official silence, the explanation for that is expected to lie in the possibility

(*Continued on page 3*)

Midwest and Majors Sued for $650,000

CHICAGO, Feb. 1.—A $650,000 anti-trust suit has been filed in the Federal court of Kansas by the Crawford Theatre, operated by O. F. Sullivan, against Fox Midwest Amusement Corp. and eight distributors. The complaint asks the court to enjoin the defendants from refusing to serve the Crawford first-run product.

The Crawford is located three miles from the Downtown section of Wichita, and maintains it should play first-

(*Continued on page 3*)

Independent Claims Unfair Clearance

ALBANY, Feb. 1. — An anti-trust suit action alledging restraint of trade in clearances granted where it is claimed no substantial competition exists, has been filed by St. Lawrence Investor, Inc., conducting the American Theatre at Canton, against Schine Chain Theatres, operating in Ogdensburg. Also named were Loew's, RKO, Warner, 20th-Fox, Paramount, Columbia, Universal and United Artists. Leonard Rosenthal of Albany, is attorney for Alex Papayanako, the plaintiff.

'Jackie Robinson' Pays 75% Dividend

An initial dividend of 75 per cent plus interest is being paid today to the scores of investors in the production, "The Jackie Robinson Story," which was distributed by Eagle Lion Classics. One or more subsequent payments are certain, virtually assuring investors in the picture of an eventual profit.

The film was the idea of William J. Heineman, ELC distribution vice - president. Made on a modest budget, it was financed entirely by business associates of Heineman's who invested from several hundred to several thousand dollars each.

Griffis and MPEA Confer on U. S. Product in Spain

Stanton Griffis, newly-appointed U. S. Ambassador to Spain, met here yesterday with the Motion Picture Export Association board for a run-down of the problems confronting American film companies in that country. He was asked by the board to help ease the importation and distribution difficulties being encountered in Spain.

Griffis, who is chairman of the executive committee of Paramount Pictures, will leave for Madrid later this month. Ellis G. Arnall, president of the Society of Independent Motion Picture Producers, pre-

(*Continued on page 3*)

'U' Completes Field Lineup, Promotes Frew, Rosian, Kelly

Completing the realignment of Universal's domestic distribution set-up, James V. Frew has been named Atlanta district manager, P. F. Rosian has been shifted from the Cincinnati district to the Cleveland district previously supervised by P. T. Dana, who was recently named Eastern sales manager, and William D. Kelly, Jr. has been named branch manager in Atlanta. The promotions were reported here yesterday by C. J. Feldman, Universal's manager of domestic sales.

Frew, who had been Atlanta branch manager, will supervise Atlanta, Charlotte, Cincinnati, Indianapolis and Memphis, with headquarters in Atlanta. Rosian started with Universal in 1939, was named Cincinnati manager in 1940, and district manager in 1941. Headquartering in Cleveland in his new assignment, he will supervise Albany, Buffalo, Cleveland, Detroit and Pittsburgh. Kelly had been sales supervisor in Atlanta.

Herman Robbins to Aid JDA Appeal

Herman Robbins, president of National Screen Service, has been named chairman of the amusements division of the Joint Defense Appeal campaign in Greater New York, it was disclosed here yesterday by Harry Brandt, chairman of the JDA campaign cabinet. Robbins will mobilize support for the drive throughout the film industry, and in the fields of the theatre, radio, television, sports, music and records, and among entertainers and concessionaires.

The JDA is the fund-raising branch of the American Jewish Committee and the Anti-Defamation League of B'nai B'rith.

Better Product Lifts Nation's Grosses, 'M. P. Herald' Field Survey Reveals

A sharp upswing in business at the nation's box-offices, credited in the main to better product, is reported by theatre owners for January, the *Motion Picture Herald* will say today. In some cities the improvement is only relative, but, nevertheless, things are brighter.

All over the country, top pictures are doing good business and in many instances, long-vanished lines are again appearing before box-offices. Grosses, which slumped badly during the Christmas week to give some theatres their lowest holiday receipts on record, in some places are soaring between 10 and 25 per cent above those chalked up for January of 1949.

Theatremen queried in the field survey are speaking with voices that show a new confidence and hope for the future, the *Herald* reports. They say business, especially in larger cities, is spotty, with the audience apparently determined to pick-and-choose, but the big pictures are grossing big money.

Map Industry Steps for Raw Stock Saving

Conservation Plans Up To Studios, Exchanges

WASHINGTON, Feb. 1.—A major industry effort to conserve raw stock by eliminating waste in both production and distribution and to reduce film consumption in other ways is under way in the industry.

Much of the conservation program will consist of educational work by key studio and distribution representatives, with the aim of coping with the impending film shortage due to increased military raw stock requirements, and in the hope of avoiding the need for government allocation of raw stock, such as that in effect during World War II.

It has been proposed that John B. McCullough of the Motion Picture Association of America's conservation department in New York be authorized by distribution companies to visit

(*Continued on page 3*)

Say Exhibitors Need Not Fear OCD Plan

WASHINGTON, Feb. 1.— The Office of Civilian Defense, putting off until "early next week" its promised statement on the role of the motion picture industry in the OCD program, still emphasizes that there is no intent on the Government's part to close theatres or discourage people from congregating in them, barring word of an imminent attack on a particular area.

The statement will also go into the contribution which the industry can

(*Continued on page 3*)

Vogel to Meet with Division Managers

Joseph R. Vogel, vice-president of Loew's in charge of theatre operations, will preside at a meeting of Loew's out-of-town division managers today at the home office. In attendance will be: Orville Crouch, Washington; Charles Kurtzman, Boston; Harry Shaw, New Haven; Mike Cullen, St. Louis; Martin Burnett, Columbus; Frank Murphy, Cleveland. Also attending will be Oscar A. Doob, John Murphy, in addition to various other home office department heads, it was announced.

Decision on 'Twist' Is Due Next Week

Joseph I. Breen, Production Code administrator, and William C. MacMillen, Jr., president of Eagle Lion Classics, are scheduled to be in Coast-to-Coast telephonic communication on Monday relative to the cuts which the former has stipulated for "Oliver Twist."

It is expected that the conversation on Monday will result in indication next week by ELC whether the company will make the cuts that are deemed necessary to make the film eligible for a PCA seal of approval.

MacMillen and other company officials recently viewed here a print from which Breen clipped some 730 feet. The PCA chief made the cuts following return of the picture, which he had refused a PCA seal, by the board of the Motion Picture Association of America. The board took that action on MacMillen's appeal of the Breen decision.

Big Grosses Hold 'Halls" in Loop

CHICAGO, Feb. 1.—"Halls of Montezuma," which took in a big $36,000 gross for its first week at Balaban and Katz' State Lake Theatre and is expected to draw $24,000 for its second, will be held three days beyond the Jackson Park decree two-week Loop run limit. The 20th Century-Fox film, however, will be released on Monday to neighborhood houses opening at the Alex and Rockne theatres on that day and at the Windsor on Feb. 6.

SDG to Elect, Install Officers Tomorrow

Officers elected at the business session of the Eastern Screen Director Guild's sixth annual convention here tomorrow will be installed at a banquet in the evening at the Hotel Shelburne. "Gentleman of the Jungle," tentative title of a new film shot in Africa by Hassoldt and Ruth Davis, will be shown in a rough cut. Dana Noyes is chairman of the convention committee.

Blumenstock to NY On 'Pass' Bow Plans

Mort Blumenstock, Warner Brothers vice-president in charge of advertising and publicity, now in Albuquerque, is en route to New York to set final details for WB's world premiere of "Raton Pass."

There will be a simultaneous bow on March 6 in Raton and Albuquerque, N. M., featured by the presence of stars from the film and state and city dignitaries.

Pickman in Sarasota

SARASOTA, Fla., Feb. 1.—Jerry Pickman, assistant to Max E. Youngstein, Paramount advertising-publicity vice-president, has arrived for conferences with Cecil B. DeMille, here shooting scenes for his "Greatest Show on Earth," on advertising and promotion plans for the production.

Personal Mention

OTTO A. HARBACH, president of ASCAP, and past presidents GENE BUCK, DEEMS TAYLOR and FRED E. AHLERT will appear on WJZ-TV's salute to the Society Sunday evening on the "Family Hour" show.

•

SOL SCHWARTZ, RKO Theatres president, is in Los Angeles from San Francisco, accompanied by MRS. SCHWARTZ en route to Palm Springs for a vacation. While in San Francisco he conferred with MARK ALLING, manager of the Golden Gate Theatre.

•

ALFRED E. DAFF, Universal worldwide sales director; CHARLES J. FELDMAN, head of domestic sales, and P. T. DANA and MAURICE J. BERGMAN left here last night for Pittsburgh.

•

HARRY STERN, special representative in charge of the special features divisions of Azteca Films and Clasa-Mohme, is due to leave here for Los Angeles next Wednesday.

•

CHARLES JOHNSON, former assistant editor of *Business Screen* magazine, has joined the sales staff of station KGO.

•

JOSEPH H. HAZEN is in Florida from New York for a two weeks' vacation.

•

GENE MARKEY, film writer and producer, has returned here from a lengthy trip to Europe.

•

PETER SCULLY, Monogram producer, has returned here from a tour of England.

•

JOHN P. BYRNE, M-G-M Eastern sales manager, is in New Haven from New York.

ROBERT W. COYNE, special counsel of the Council of Motion Picture Organizations, is slated to return to New York today from Washington and Memphis.

•

BENEDICT BOGEAUS, independent producer, is due in New York today from the Coast to discuss with Eagle Lion Classics executives distribution of his new film, "My Brother the Outlaw."

•

JOY N. HOUCK, president of Joy Theatres, Inc., New Orleans, was presented with a bronze plaque by his executive staff to commemorate his 25 years in exhibition.

•

JAMES R. GRAINGER, Republic executive vice-president, left here last night for Boston, accompanied by New England division manager JOHN P. CURTIN.

•

DICK SHEIL, motion picture representative of *Good Housekeeping* magazine, is due to leave here for Hollywood on Sunday.

•

GAEL SULLIVAN, executive director of the Theatre Owners of America, is due to return to New York today from Memphis.

•

ALEXANDRO RAGOZZINO is the third member of the Cleveland National Screen Service staff to be called into the Armed Services.

•

JACK ELLIS, president of Ellis Films, is due to return here on Monday from Chicago.

•

BILLY WILDER is scheduled to arrive from Europe on the *S.S. Liberte* on Monday.

Pickford and Chaplin Study Proposed Deal

HOLLYWOOD, Feb. 1.—United Artists owners Mary Pickford and Charles Chaplin tonight were studying the terms of the proposed Krim-Benjamin-Heller contract which would take over the management of the company on the basis of providing operational financing and funds for independent producers releasing through the company.

Although the terms of the proposed contract, which is said to have been completed Wednesday night, have not been divulged, it is reliably understood that the contract sets up an option-type arrangement looking toward ultimate acquisition of the controlling stock interest in the company by the syndicate.

SMPTE Unit to Meet

A demonstration-lecture on the use of micro-waves will be given by Dr. J. O. Perrine, A. T. & T. assistant vice-president, at a meeting of the Atlantic Coast Section of the Society of Motion Picture and Television Engineers this evening at the Western Union auditorium here. All interested persons are invited to attend, it was announced.

Popkin Counsel Here; Plans No UA Action

Prospects of producer Harry Popkin's taking legal action here with respect to United Artists' release of his "The Second Woman" diminished yesterday with the disclosure by Herbert Silverberg, Popkin's attorney, that he did not come to New York to take any restraining action in connection with the producer's dispute with UA.

The Popkin picture opened yesterday at the Rivoli here. The producer earlier had protested booking of the picture by UA on the ground that the company has not straightened out its financial affairs. He also expressed the intention of disputing in court the company's releasing of his picture, his contract with UA notwithstanding.

Eisenhower Telecast

General Eisenhower's report on his military mission to Europe will be telecast tonight at Balaban and Katz' Tivoli Theatre in Chicago. Theatre TV-equipped houses in New York carrying the telecast are Fabian's Fox in Brooklyn and Palace in Brooklyn; Century's Marine in Brooklyn and Queens on Long Island, and RKO's Fordham in the Bronx.

RKO Boston Will Feature 'Live Shows'

BOSTON, Feb. 1.—Ben Domingo, New England district manager for RKO Theatres, stated tonight that all possible available television, motion picture stars and vaudeville attractions will be booked into the RKO Boston Theatre.

He said every attempt will be made to keep the house open as a "live show" theatre in Boston. He further commented, "The first stage show which opened yesterday, grossed $2,750." Inclement weather, he said, kept the gross down.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
Joan Fontaine - Joseph Cotten
in Hal Wallis' Production
"SEPTEMBER AFFAIR"
A Paramount Picture
Plus
SPECTACULAR STAGE PRESENTATION

6th record week!
BORN YESTERDAY
A Columbia Picture
Victoria Broadway at 46th Street

DEAN Martin & JERRY Lewis
AT WAR WITH THE ARMY
A Paramount Picture
PARAMOUNT TIMES SQUARE
in person
ELLA FITZGERALD
Steve Condos & Jerry Brandow
Russ Emery Boyd Raeburn and his orchestra
Extra! HARVEY STONE
Midnight Feature Nightly

MAD WEDNESDAY!
DISTRIBUTED BY RKO RADIO PICTURES
BRANDT'S GLOBE B'WAY & 46th ST.

LIZABETH SCOTT
JANE GREER
DENNIS O'KEEFE
"The Company She Keeps"
CRITERION
Broadway at 45th Street
50c Including Tax, to One P. M. Exc. Saturday, Sunday, Holidays

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Coming Events

Feb. 5—IATSE general executive board mid-winter meeting, Santa Rita Hotel, Tucson.
Feb. 5—Theatre Owners of Oklahoma monthly board meeting; Oklahoma City.
Feb. 6—Allied Independent Theatre Owners of Wisconsin regional meeting, Hotel Lorraine, Madison.
Feb. 8-9—National Theatre Supply, District Sales Meeting, Hotel Hollander, Cleveland.
Feb. 14—Cinema Stamp Collectors meeting, Hotel Astor, New York.
Feb. 14—Allied States Association "Caravan Committee" meeting, Statler Hotel, Washington.
Feb. 15-16—Allied States Association board of directors annual mid-winter meeting, Statler Hotel, Washington.
Feb. 18-25—"Brotherhood Week."
Feb. 28—Cinema Stamp Collectors meeting, Hotel Astor, New York.

Swanson and Stewart Win 'Family' Awards

Gloria Swanson and James Stewart take top honors as "best" actress and actor of 1950 in Harry Evans' annual *"Family Circle* Screen Awards" feature, which appears in the February issue of the national grocery-distributed magazine.

Feb. 17 Set for Trust Suit Filing Upstate

ALBANY, N. Y., Feb. 1.—Fast Theatres, Inc., Loew's, RKO, Warner, Paramount, 20th Century-Fox, Universal, Columbia, United Artists and Eagle Lion Classics, have received an extension until Feb. 17 to file answers in the anti-trust action brought in U. S. District Court here by Colony Theatre, Inc., of Schenectady, seeking to enjoin an alleged monopoly exercised there by Fabian on first-run product.

Sued for $650,000

(*Continued from page* 1)

run product. The theatre is said to have played as low as fourth run, but began to get first-run pictures from some companies in 1949.

The suit alleges a conspiracy on the part of the defendants to show pictures in Fox theatres in Wichita before the plaintiff was permitted to play them.

Attorneys for the plaintiff are Morris and Laing of Wichita, and Seymour F. Simon of Chicago.

Continues Mars' Suit

CHICAGO, Feb. 1.—Federal Judge John Barnes has continued the $1,000,000 suit brought by Mars Music Co. against M-G-M and Louis B. Mayer and reset the case for trial March 1 before Federal Judge Phillip L. Sullivan.

Snooproof Case Lost

SALT LAKE CITY, Feb. 1.—Federal Judge Willis W. Ritter has ruled against Henry S. Ungerleider and Snooproof Tickets in their suit against William J. Korth, collector of Internal Revenue in the Salt Lake office. In his ruling, Judge Ritter said there was no cause for action.

Talk of Many Taxes, Silent on Tickets

Washington, Feb. 1.—With President Truman slated to send his tax message to Congress tomorrow, Congressional sources are still betting that an admission tax boost will not be proposed. So far, there has been talk of increased levies for autos, gas, tobacco and cigarettes, but no mention of a theatre tax.

It is possible that the President will only hit tax highspots, leaving to Treasury Secretary Synder the task of filling in details when he testifiies before the House Ways and Mean Committee on Monday.

Put N. Y. Reviewing Revenue at $342,000

ALBANY, Feb. 1.—Governor Dewey reported in his budget message to the Legislature that during the first ten months of the current fiscal year collections from the censors' reviewing fees were $342,000, "indicating a total revenue for 1950-51 of $400,000." He estimated that for 1951-52 the revenue would be "at the same figure as for 1950-51."

Dewey said the reviewing fees averaged $350,000 in annual revenue during the three fiscal years 1946-49. "Last year it was $377,000," he said.

Seeks Va. Insurance Hike

RICHMOND, Feb. 1.—The Virginia Insurance Rating Bureau has applied to the State Corporation Commission for a 25 per cent rate increase in insurance on motion picture theatres and contents. Virginia Motion Picture Theatre Association's counsel, Robert T. Barton, Jr., has appeared on behalf of the association in opposition to the increase.

Griffis and MPEA

(*Continued from page* 1)

dicted recently that the situation in Spain for American film companies would improve "now that a film man has been named Ambassador."

Aside from the fact that film remittances have been frozen by the Franco government, there is a particularly frustrating problem there with respect to the system under which import licenses are allocated.

That system requires government issuance of licenses to Spanish film producers exclusively, with the result that it is from those producers only that U. S. distributors can secure permits.

The hardship for the Americans under the system is that they are more or less at the mercy of the Spanish film-makers who receive the licenses from the government on the basis of the quality of domestic pictures. If a Spanish picture is particularly pleasing to the government, the producer is awarded, by way of an expression of official appreciation, two or three licenses which he may dispose of as he pleases.

Senate Okays Griffis

WASHINGTON, Feb. 1.—The Senate, today confirmed Stanton Griffis, chairman of Paramount's executive committee, as U. S. Ambassador to Spain.

Raw Stock

(*Continued from page* 1)

all film exchange centers in the country to instruct individual film handlers in methods of conservation and preservation of film. McCullough would start the prolonged, nationwide trip the moment the company approvals are received. The most efficient methods of care and handling of prints to preserve their usefulness and lengthen their life would be taught in addresses to back-room film exchange employes, shippers and others.

In the studios, key officials are being designated to direct conservation programs in production, such as holding individual pictures to a film "ration" set in advance; limitation of the number of "takes" and other economy measures.

The projects to be voluntarily initiated by the industry have been reported to Nathan D. Golden, director of the National Production Authority's motion picture-photographic products division, in recent meetings. Individual companies also are tabulating their volume of raw stock consumption for recent periods and estimating their probable future needs for eventual reports to MPPA, to provide an over-all picture of the industry's raw stock situation in line with whatever developments the future may bring.

Legion Reviews Nine; Three in Class "B"

Nine additional features are listed by the National Legion of Decency, which classified three in Class "B," and the remainder in Class "A."

Those in Class "B" include "The Mating Season," Paramount, "My Forbidden Past," RKO Pictures, and "The 13th Letter," 20th Century-Fox.

Those in Class "A," Section I, include: "Bedtime for Bonzo," Universal-International, "Blue Blood," Monogram, and "Spoilers of the Plain," Republic. "Cause for Alarm," M-G-M, "Sugarfoot," Warner, and "Teresa," M-G-M, were listed in Class "A," Section II.

Tatelman in New Post

HOLLYWOOD, Feb. 1.—Harry Tatelman of the Music Corp. of America, has been signed as RKO studio story editor, effective March 1. He succeeds William Fadiman, who will become a production executive in charge of developing scripts from story properties.

Heralds for 'Army'

More than 1,000,000 heralds on Paramount's "At War with the Army" have been sold to exhibitors in the N. Y. Metropolitan area as part of a special campaign being conducted by the New York branch and organized by Henry Randel, local district manager.

OCD Plan

(*Continued from page* 1)

make to the OCD program. "No one in the industry has to be the least bit apprehensive about the statement," it was declared.

Officials said that the agency's top policy committee had gone over the prepared statement this morning and wanted to make revisions. However, they said, the changes would be more a matter of phrasing than of policy.

NEWS in Brief . . .

HOLLYWOOD, Feb. 1.—John Farrow, Paramount director and Commander in the Royal Canadian Naval Reserve, was invested yesterday with the insignia of Commander of the Order of St. John of Jerusalem, at ceremonies at the home of Robert H. Hadow, Consul General of Great Britain. Lord Wakehurst, Lord Prior of the Order, made the presentation on behalf of the Duke of Gloucester, who is Grand Prior.

•

Hollywood, Feb. 1.—Johnny Mack Brown today signed a new long-term contract with Monogram to make six Westerns yearly, continuing the series he started in 1943.

•

TORONTO, Feb. 1.—Two International Variety officials from Pittsburgh, James G. Balmer, ceremonial officer, and George W. Eby, international dough guy, inducted the new crew of Toronto Tent No. 28 at a banquet here this week. The 1951 chief barker is John J. Chisholm, Associated Screen News, Toronto. Meanwhile, a Lady Barkers' Division of Toronto Variety is in process of organization under the direction of a committee of which C. S. Posen is chairman.

•

LONDON, Feb. 1.—Associated British Pictures has announced the declaration of a seven-and-one-half per cent interim dividend on ordinary shares for the year ending March, 1951. Amount of the dividend is the same as last year.

•

Hollywood, Feb. 1.—The Hollywood Rotary Club will present its first "Sig Grauman Showmanship Award," established in memory of the late pioneer exhibitor, to Kroger Babb, president of Hallmark Productions, at a luncheon ceremony in the Roosevelt Hotel here on Tuesday.

•

Negotiations for a new contract between New York's Roxy Theatre and the American Guild of Variety Artists continued yesterday with the possibility of a strike in the offing should no agreement be reached this weekend. The union is seeking wage increases for chorus members.

•

KANSAS CITY, Feb. 1. — Theatre lights were dimmed here today because of the shortage of electric current brought on by a power failure.

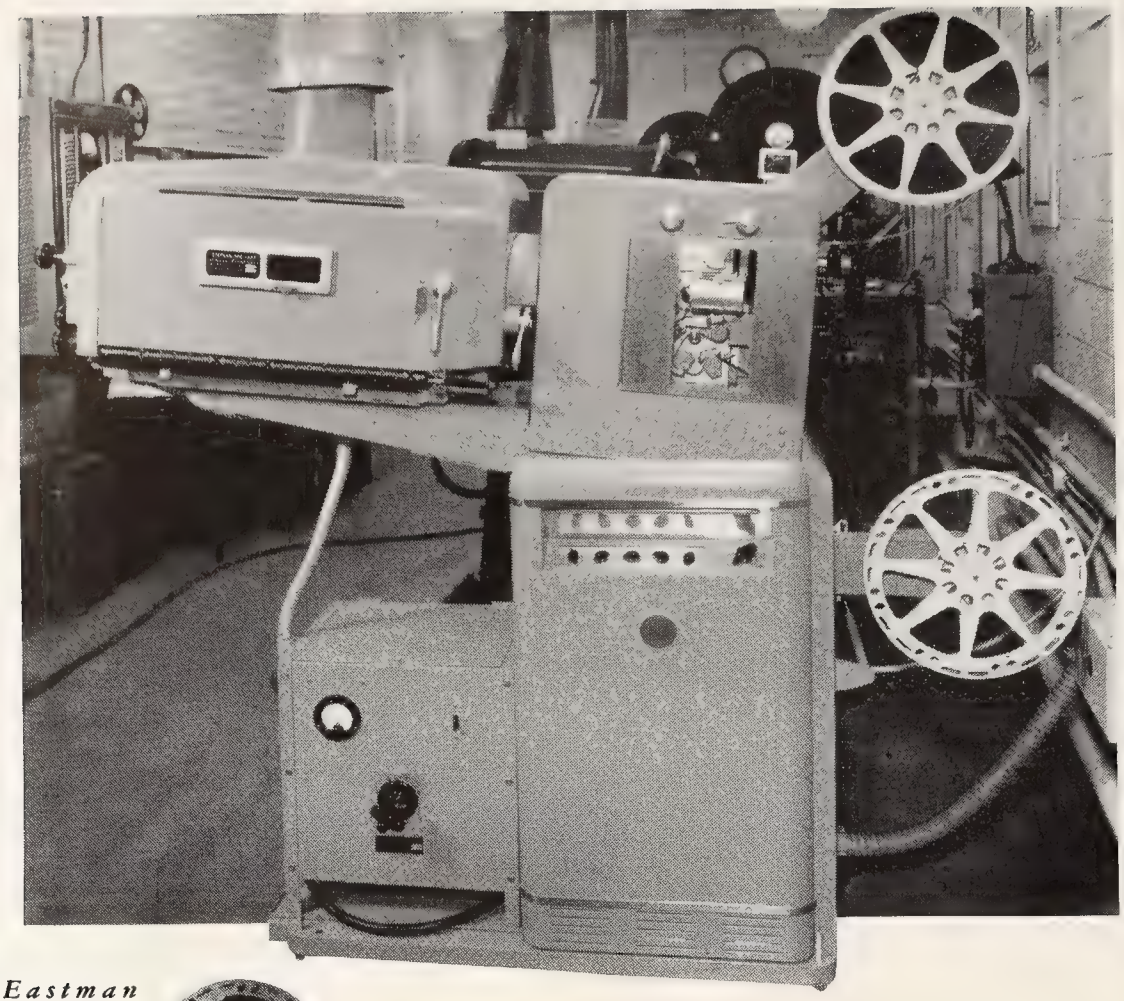
'IA' Board Meet

(*Continued from page* 1)

that Washington's promise of day-to-day alterations in the wage-price freeze structure ultimately will bring a thaw for film labor.

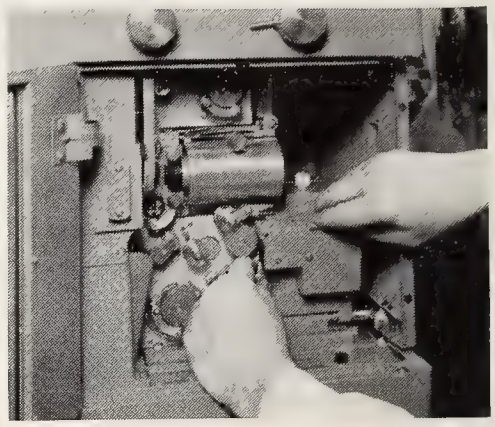
Following the board meeting, which is expected to run all next week, Walsh will go to Hollywood for conferences with Coast labor leaders. The Coast meetings are scheduled to begin on Feb. 12.

Scheduled to attend the Tucson meetings, in addition to Walsh, who will preside, and Raoul, Brennan, and Shea, are the following: Harland Holmden, William P. Covert, Floyd M. Billingsley, Roger M. Kennedy, Felix D. Snow, Carl G. Cooper, Harry J. Abbott, Louise Wright, William C. Scanlan, R. E. Morris and George W. Brayfield.

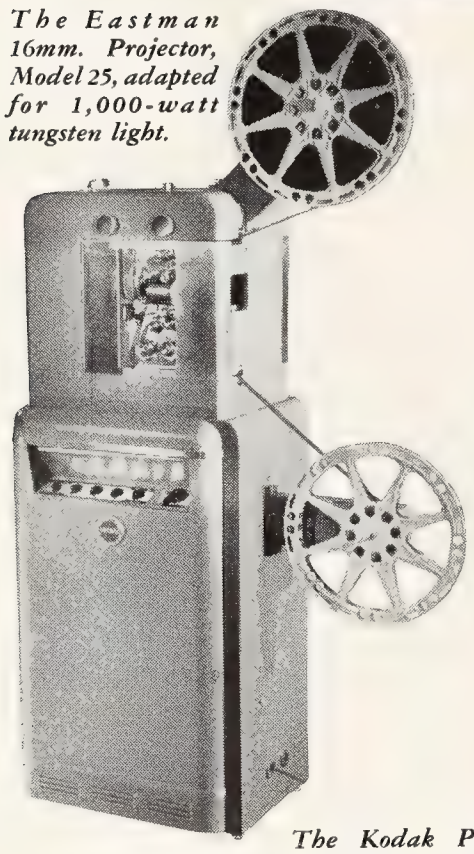


Left, the Eastman 16mm. Projector, Model 25, brings 16mm. projection to the professional level. Shown here, adapted for arc illumination, permanently installed alongside 35mm. equipment.

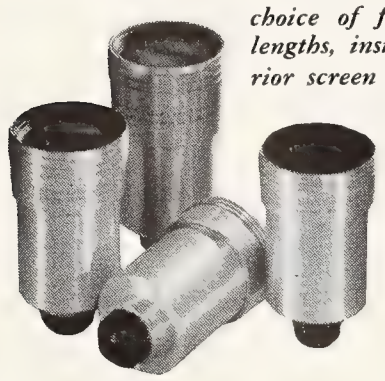
Below, working parts of the film movement mechanism are in constant view of the operator . . . readily accessible for threading and cleaning.



The Eastman 16mm. Projector, Model 25, adapted for 1,000-watt tungsten light.



The Kodak Projection Ektar Lens, in a choice of four focal lengths, insures superior screen image.



For Professional Quality Sound Projection from 16mm. Film

The Eastman 16mm. Projector, Model 25

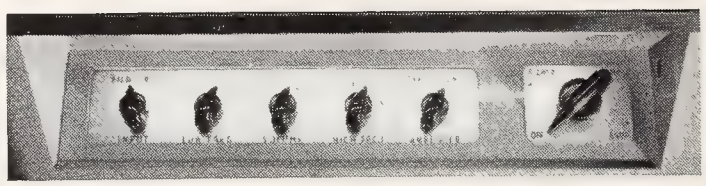
This projection instrument—built to a new design concept—eliminates the three major obstacles to theatrical quality 16mm. sound projection . . . excessive wear and high maintenance cost; low signal-to-noise ratio; and excessive flutter.

A major cause of excessive wear and poor quality sound is the constant transfer of shock forces generated in the film pulldown mechanism to other parts of the system. In the Eastman 16mm. Projector, Model 25, the intermittent (film advance mechanism) is completely isolated and independently driven by its own 1440 r.p.m. synchronous motor. Thus, shock forces are sealed off from the rest of the instrument. The sprocket-shutter system is driven by its own 1800 r.p.m. synchronous motor. Exact phasing between the two systems is accomplished by specially designed synchro-mesh gears. In addition, the take-up spindle, rewind spindle, and blower are driven by separate motors.

A highly corrected microscope objective, adjustable for optimum sound quality from any type of 16mm. sound film, permits reproduction of variable area or variable density 16mm. sound tracks at extremely low distortion and a maximum signal-to-noise ratio.

To get the best out of any 16mm. sound film, project it on an Eastman 16mm. Projector, Model 25. For information on installation, availability, and prices, write directly to the Motion Picture Film Department, Eastman Kodak Company, Rochester 4, N. Y., or any branch office.

Motion Picture Film Department, Eastman Kodak Company, Rochester 4, N. Y.



East Coast Division
342 Madison Avenue
New York 17, N. Y.

Midwest Division
137 North Wabash Avenue
Chicago 2, Illinois

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, California

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 69. NO. 25 NEW YORK, U.S.A., MONDAY, FEBRUARY 5, 1951 TEN CENTS

NEW TAX UNLIKELY FOR ADMISSIONS

W. Virginia Owners To Fight Tax Bid

CHARLESTON, W. Va., Feb. 4—A state legislative proposal to permit municipalities to impose a four per cent tax on all amusement admissions is being protested by the West Virginia Allied Theatres Association.

Fred L. Helwig of Charleston, association president, warns that the proposed new levy would "very adversely affect" motion picture theatres in the state. He pointed out that theatres "are now collecting a 20 per cent Federal tax, plus a two per cent state tax. They are also paying, in most instances, a city and state gross sales tax, plus city and state licenses."

"Theatres have been unable to raise prices to keep up with rising costs of films, equipment, payrolls, transportation of films and other services because they have been saddled with the 20 per cent Federal tax eight or nine years which makes the total price of the admission ticket barely within reach of the average moviegoer."

'Carrying Their Share Now,' Treasury Official Says; May Tax TV Sets

WASHINGTON, Feb. 4.—With Treasury Secretary Snyder scheduled to appear before the House Ways and Means Committee tomorrow to fill in details of the Administration's tax program, the best betting is still that the Administration will not seek an increase in the admission tax.

One high Treasury official said that the feeling was that general admission events already are carrying their share, especially in view of the increasing competition from television.

In fact, the film industry may even get a helping hand from the Administration tomorrow, it being reliably re-

(*Continued on page 3*)

Price Freeze Applies to Raw Stock

Ceiling Is Top Price Between Dec. 19-Jan. 25

WASHINGTON, Feb. 4.—The Office of Price Stabilization has issued an opinion stating that raw film is definitely under the price freeze order now in effect.

In a series of questions and answers relating to the film industry, the OPS said the exemption from the freeze applied only to rental and admission prices, while the cost of equipment and raw film stock definitely came under the price freeze.

This means that no more can be charged than the highest price in effect for the particular item between Dec. 19. and Jan. 25.

'Phonevision Is No Threat': Rembusch

PITTSBURGH, Feb. 4.—"Phonevision is no threat to the exhibitor," Trueman Rembusch, president of Allied States Association, declares in a message prepared for the Allied MPTO of Western Pennsylvania, which is being circulated by the latter to its members.

Rembusch's opinion coincides with that of a cross-section of the industry in New York, as reported by MOTION PICTURE DAILY at the close of the first month of the current 90-day test of Phonevision, now underway in Chicago.

It is reported that Albert Sindlinger,

(*Continued on page 3*)

ChicagoSubsequents To Get 3 Loop Hits

CHICAGO, Feb. 4.—Three of the Loop's current box-office hits will go into neighborhood first-runs within the next two weeks. The neighborhood houses will increase advertising for all three in an effort to recoup losses incurred this week by below-zero temperatures and snow storms.

M-G-M's "Kim," now in its fourth week at the Grand, will open Friday at 18 theatres. "Kim" drew $29,000 in its first week, $19,000 in the second,

(*Continued on page 3*)

See UPT Earnings Highest in Industry

Wall Street sources are estimating United Paramount Theatres' earnings for 1950, its first year of operation, at approximately $12,300,000. The company's annual report is not expected until late next month but if the forecasts prove accurate the figure would make UPT's earnings the highest in the industry for last year.

The estimated figure includes sales of assets required by the Paramount consent decree, but also reflects earnings of considerably fewer theatres than were affiliated with Paramount up to 1950.

Pickford to Speak At Edison Luncheon

Mary Pickford will be a speaker at a luncheon commemorating the 60th anniversary of the patenting of the motion picture camera by Thomas Alva Edison and also observing the 104th anniversary of the late inventor.

The luncheon, to be held next Saturday at New York's Hotel Astor, is sponsored by the Edison Pioneers, organized in 1918 and comprised of early associates of Edison and their descendants. Delegates from the motion picture industry are expected to attend and representatives of the Council of Motion Picture Organizations, the Motion Picture Association of America and the Motion Picture Pioneers have been invited.

Although the first motion pictures were taken in 1889, Edison did not patent his equipment until July 31, 1891. Commemorative events, organized each year by the Edison Pioneers

(*Continued on page 3*)

'Brotherhood Week' Prospects Bright

First reports on the mass meetings of film industry employes being held in all exchange cities in support of "Brotherhood Week," Feb. 18-25, indicate that this year's campaign "will be one of the most successful in the history of the National Conference of Christians and Jews which annually sponsors the observance," it was disclosed here at the weekend by a spokesman for the drive.

Wires and letters from exchange

(*Continued on page 3*)

New Video Program Will Show Viewers What Pictures Are Playing—and Where

A six times per week 15-minute television program to inform the viewer of the films playing at his local theatres and to tell him something about them is being packaged by The Demby Co. here under the title, "What's Playing."

Almost all major and independent companies have promised to provide two to four-minute clips from new product, according to Emanuel Demby, president of the company, and it is also planned to use stars for "personal appearances" on the show.

Under the plan as set up, the "plugs" for both pictures and theatres would be gratis, with returns for the program coming from advertising sponsors and a merchandising tie-in, according to Demby. The program will be available both locally and on a syndicated basis, he said. The first show is expected to be ready late in March or early in April.

MPA Prepares 'Art' Theatre Directory

Complete data on every so-called "art theatre" in the United States is being compiled and will be published by the Motion Picture Association of America's advisory unit for foreign films as a further service to producers abroad endeavoring to expand their American market.

The MPAA unit, headed by Bernard B. Kreisler, will send out questionnaires to the owners and operators of all "art" theatres, designed to obtain the fullest available information concerning the operations, the individual theatres, their seating capacities, admission scales, type and amount of

(*Continued on page 3*)

Dickson New Liaison For MPA with U. S.

WASHINGTON, Feb. 4.—Cecil Dickson has resigned as Coordinator of Information for the House of Representatives to take a post with the Motion Picture Association of America as special assistant to president Eric A. Johnston, now on leave serving with the Economic Stabilization Agency as director.

Dickson will act as MPAA's liaison with members of Congress and with government agencies and will also

(*Continued on page 3*)

Poll, TOA Sampling On Arbitration Jibe

The results of *Motion Picture Herald's* recent poll of exhibitors on the desirability of arbitration for intra-industry dispute jibe with the results of investigations conducted nationally by Theatre Owners of America executives, Herman M. Levy, TOA general counsel, reported here at the weekend.

The *Herald* poll, reported on Jan. 27, indicated that 89 per cent of exhibitors were in favor of arbitration. Levy said he and Gael Sullivan, TOA executive director, arrived at the same percentage figure following a year's on-the-spot sampling of exhibitor opinion.

New Name for NAB Includes Television

WASHINGTON, Feb. 4.—The National Association of Broadcasters' board of directors, meeting in Belleair, Fla., has suggested a new name—National Association of Radio and Television Broadcasters — and three separate boards of directors. One would be for radio, one for television, and the third for joint matters.

NAB president Justin Miller has asked he be allowed to resign so that he could head the new outfit, it was disclosed. The proposal is still subject to approval of the NAB membership, which will vote within a month. The Television Broadcasters Association recently voted to combine with the NAB.

Century Employes Alerted on TV

A letter of information to aid circuit employes in combating television competition is being distributed by Century Theatres here. Five major points concerning TV as entertainment as compared to motion pictures are discussed.

They are: Television's cost, its effect on children in relation to education, the size of the screen, TV's lack of a code similar to the motion picture Production Code, and the cost of TV commercials. The sixth and final point affirms that many good motion pictures are being made and lists 17 top current features.

Five Kansas City Houses Order TV

KANSAS CITY, Feb. 4.—Five theatre television equipment systems have been ordered for Kansas City theatres, it was disclosed here by Elmer C. Rhoden, president of Fox Midwest Theatres, Inc.

In a speech before the local real estate board, Rhoden predicted that theatre television would be installed on a large scale in this area when suitable air-bands will be allocated, allowing theatres to show sporting events such as the football bowl games at moderate prices.

Personal Mention

SPYROS P. SKOURAS, president of 20th Century-Fox, and CHARLES P. SKOURAS, president of National Theatres, are scheduled to leave here tomorrow by plane for Zurich, Switzerland.

•

THOMAS MCKENNA, of Quigley Publications business department, has resigned and will join the New York Yankees as a rookie pitcher assigned to the Yankee's Springfield, Mass., farm team. He will train in Florida and Arizona.

•

MONROE FASS, president of Fass and Wolper, theatre brokers, is to be the recipent of the "Alumni Service Medal" from the City College of New York for distinguished service to the college.

•

FRANK L. MCNAMEE, United Artists president, was tendered a birthday luncheon by company staffers last Friday. His birthday was the following day.

HUGH OWEN, Paramount Eastern sales division manager, is due to return here today from Charlotte and Atlanta.

•

EDWARD L. HYMAN, vice-president of United Paramount Theatres, accompanied by SIMON B. SIEGEL, comptroller, and ALBERT SICIGNANO, administrator, left here yesterday on a three-week trip through the West.

•

JACQUELINE DOROTHY HARVEY, daughter of GEORGE WILLIAM HARVEY of Paramount's advertising-publicity department, was married to HOWARD JOSEPH SMIDT in New York recently.

•

AL SCHUMAN, general manager of the Hartford Theatre Circuit, and his wife are slated to return to Hartford soon from a Florida vacation.

•

DONALD MEASER has been appointed manager of Shea's North Park, Buffalo, N. Y., succeeding STANLEY MITTLEFEHLD, resigned.

Crabbe Sues Pathe in TV Film Pact Dispute

Citing Pathe Industries, Inc., for $500,000 alleged damages and 11 other defendants for $250,000 each, actor Larry (Buster) Crabbe filed in U. S. District Court here at the weekend a breach-of-contract action charging unauthorized TV distribution of Westerns he made under an agreement with Sig Neufield in 1943.

Others named as defendants are: Television Station WPIX, Alan B. DuMont Laboratories, American Broadcasting, Columbia Broadcasting, National Broadcasting, J. Walter Thompson Agency, New York District Ford Dealers, Tele-Radio, Inc., Film Vision Corp., Wilton Pictures, and Associated Artists Productions. The plaintiff, claiming he was entitled to five per cent of the net profits from the film, charges that Pathe failed to give an accounting after taking the pictures over from Neufield.

Para.-Brandt Parleys Seek Suit Settlement

Negotiations are continuing between attorneys for Brandt Theatres and Paramount Pictures with a view to reaching an out-of-court settlement of the percentage action which the latter filed here two years ago, it was indicated at the weekend.

The original complaint, listing Harry, Louis, Bernard and William Brandt, charged inaccuracies in box-office reports, and was accompanied by a demand for $563,265 in alleged damages. It was indicated that the defendants initiated the talks looking to a conciliated settlement.

McCullough to Canada

In line with the exchange-of-information policy prevailing between the Motion Picture Association of America and the National Film Board of Canada, John B. McCullough, MPAA director of conservation, will leave here today for Ottawa.

Heller & Co. Earnings Up Sharply in 1950

CHICAGO, Feb. 4.—Walter E. Heller and Co., Chicago and New York factors, report earnings for 1950 of $1,148,567, equal to $2.63 a share on outstanding common stock, compared with $811,779, or $1.90 a share, for the preceding year. Heller and Co. would provide financing for United Artists under terms of a deal now in negotiation.

New high records were set in almost every phase of the company's operations, according to Walter E. Heller, president. Total gross income amounted to $5,519,131, against $4,075,480 for the previous year. Book value of common stock at the end of 1950, after a 10 per cent stock dividend, was $15.14 a share, compared with $14.94 a share at the end of 1949.

Holds Theatre Bingo Is Illegal in S. D.

SIOUX FALLS, S. D., Feb. 4.—A bingo game conducted as an added feature to a theatre program is an illegal lottery in South Dakota, it was ruled by State Attorney General Ralph Dunham.

The opinion was directed to States' Attorney Richard Bielski of Sioux Falls, who had asked if a bingo game set up in the lobby of a theatre, and to be played free, would be illegal.

Sets 7 Bookings For UA's 'Fury'

First seven playdates for the national release of Robert Stillman's "The Sound of Fury" have been set, with the first booking at the Astor in Boston on Thursday.

Openings to follow are: the Palace, Memphis, Saturday; Colonial, Reading, and Regent, Harrisburg, Feb. 15; Kimo, Albuquerque, Feb. 22; Earle, Philadelphia, Feb. 28, and the United Artists, San Francisco, March 1.

Newsreel Parade

GEN. EISENHOWER'S report to Congress and the UN branding Red China guilty of aggression are current newsreel highlights. Other items include the Navy's 40 years in aviation, sports and fashions. Complete contents follow:

MOVIETONE NEWS, No. 11—Gen. Eisenhower tells Congress about his tour. UN brands Communist China an aggressor. Latest films from Korea. Navy marks 40 years of aviation. Ski jumping, horse racing, bob-sledding.

NEWS OF THE DAY, No. 244 — Arm Europe to save U. S., Eisenhower says. Operation Orphan saves Korea waifs. Speaker Rayburn hailed. March of Dimes glamor parade. Racing in Egypt. Bob-sledding in Alps.

PARAMOUNT NEWS, No. 48—Bob-sledding. Foreign correspondents present merit awards. Sam Rayburn sets record as House Speaker. Gen. Eisenhower urges U. S. help to rearm Europe. Brand Red China aggressor. Korea orphans.

TELENEWS DIGEST, No. 5A — Telenews surveys the tasks facing Gen. Eisenhower and reviews the background of today's crisis.

UNIVERSAL NEWS, No. 427—Gen. Eisenhower reports to Congress. Says Red China is guilty of aggression. Sam Rayburn honored. March of Dimes fashion show. Korea refugees given sanctuary. Sports: skiing.

WARNER PATHE NEWS, No. 50—Gen. Eisenhower reports, "We can do the job." UN condemns Red China. Korea: orphans find sanctuary. Sam Rayburn sets all-time mark as House Speaker. Navy aviation marks 40th anniversary. Skiing.

Hope Air Force Show Draws 'Price' Protest

HOLLYWOOD, Feb. 4. — The Hollywood Co-ordinating Committee, which clears all talent furnishing free entertainment to military establishments, has dispatched a letter to Major General Edward F. Witsell, Adjutant General, U. S. Army, protesting the action by the Air Force Command at Chanute Field, Illinois, in alledgedly charging enlisted personnel $1.50 each to attend a performance by Bob Hope.

Hope, on learning an admission had been charged, filed a protest with AFRA. The committee letter said the practice of charging admission is in violation of an agreement by which talent is supplied gratis.

At Scout Jamboree

Bob Hope, James Stewart, Roy Rogers and Dale Evans will be among the featured performers in a special NBC broadcast from the Boy Scout Jamboree in Shrine Auditorium, Hollywood, next Saturday.

Eases Wage Freeze; Merit Raises Okay

Washington, Feb. 4.—The Wage Stabilization Board has relaxed its freeze order to allow companies to resume payments of length-of-service and merit salary increases. The order affects the film industry as well as other industries.

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Ga. Facing Censor Board, $2 Reel Tax

Atlanta, Feb. 4.—A bill to set up state censorship of motion pictures and stage productions, has been introduced in the State Senate by Sen. Charles A. Coffin of Richmond. It would establish a three-man board to be appointed by the governor, one of the three serving as full-time director at a salary not to exceed $7,500 a year.

A tax of $2 per 1,000 feet of film would pay the cost of the board.

New Tax Unlikely

(*Continued from page* 1)

ported that Snyder will ask Congress to boost the manufacturers' excise tax on television sets from 10 per cent to a substantial 25 per cent as a means of conserving valuable materials.

One cloud on the horizon, however, is that the Administration may seek higher excises on photographic apparatus and on raw stock.

Naturally, all companies will be affected by the plan to boost the top corporate rate to 55 per cent and all individuals will be hurt by the projected four-point boost all along the line in the individual income tax rate.

The President, in his tax message on Friday, was vague on details, leaving them for Snyder to fill in tomorrow. Truman merely sketched the need for quick Congressional action, and then gave the over-all figures.

In asking for another $3,000,000,000 a year from excises, the President said he wanted "increases in selective excises, concentrated upon less essential consumer goods and upon goods which use materials that will be in short supply."

The President specifically suggested that Congress boost the capital gains tax, and promised to step up the Administration's tax enforcement program.

Though the President asked for speed, Congress is likely to take its time on the bill, and many key Administration officials feel that Truman will be lucky if the tax increase is on the books by July 1.

Film on Golfer to Bow at Ft. Worth

The world premiere of 20th Century-Fox's "Follow the Sun," based on the story of Ben Hogan, will be held in Fort Worth, Texas, late in February. It will be followed by openings in Houston, Dallas and San Antonio.

Expected to be on hand for the opening will be Glenn Ford and Anne Baxter, who have the principal roles in the film.

Edison Luncheon

(*Continued from page* 1)

and the Thomas Alva Edison Foundation on or about Feb. 11, the date of Edison's birth, will this year feature the achievements of Edison in the motion picture field. Miss Pickford and Spyros P. Skouras, president of 20th Century-Fox, are trustees of the Edison Foundation.

Reviews

"The Groom Wore Spurs"

(Universal-International)

WHAT promised in the opening scene of "The Groom Wore Spurs" to be a rollicking satire on the off-screen life of Hollywood's cowboy heroes soon turned out to be another of those romantic comedies which depend mainly on slapstick and horseplay. What is regrettable about the picture's taking that turn is that a squandering of the talents of stars Ginger Rogers and Jack Carson was inevitable. Miss Rogers and Carson deserve better material than that provided here.

But once in a while the story—about a lady lawyer and the horse opera star whose gambling indebtedness she undertakes to eliminate without payment of an "I.O.U." goes in for a bit of broad lampooning that rates appreciative chuckles. For example, Carson is portrayed as being wholly fearful of horses off-screen; he shouts during a real life fistic encounter that he can't manage the bout without his double; he is revealed to be a singing cowboy who can't render a note without a dubbed in voice. Miss Rogers, who fell in love with the star and married him during a trip to Las Vegas, is called upon to gaze dreamily at him most of the time. She continues to love him notwithstanding disclosure upon disclosure of his character weaknesses. Finally, the writers contrived a robbery situation in which Carson gets a chance to show himself to be a hero after all.

The film marks the return to the screen of Joan Davis who, as an ungainly companion of Miss Rogers, has the best gag lines and comedy chores and therefore comes in for the lion's share of chuckles. Also in supporting roles are Stanley Ridges, James Brown, John Litel, Victor Sen Yung and others. A Fidelity Pictures Production, the film was produced by Howard Welsch and directed by Richard Whorf, from a script by Robert Carson, Robert Libott and Frank Burt. The screenplay was based on a *Collier's Magazine* story by Robert Carson.

Running time, 80 minutes. General audience classification. Release date, not set.

CHARLES L. FRANKE

"Vengeance Valley"

(Metro-Goldwyn-Mayer)

A VIGOROUS, top-grade outdoor action drama in Technicolor has been turned out by M-G-M in "Vengeance Valley." Burt Lancaster and Robert Walker head the cast as foster brothers who strike sparks at each encounter with other performers, including Joanne Dru and Sally Forrest. The production treatment is generous, with eye-filling vistas amply presented.

The screenplay, by Irving Ravetch, has an unusual basis of motivation, stamping it for adult audiences. The action revolves around a child born out-of-wedlock to Miss Forrest, and the consequent determination of her two brothers, John Ireland and Hugh O'Brian, to avenge the deed.

Actually, the father of the child is Walker, a no-good wastrel whom Lancaster has protected many times. Somehow the vengeance-bent brothers suspect Lancaster of being the father of the child and set about to kill him. Along the way Walker cowardly and connivingly plays his cards so that he can reap the best harvest in all respects, and that includes a ranch, a one-half interest of which belongs to Lancaster.

As it should be, there is an abundance of shooting, hard-riding, fisticuffs and action in the story. Added plot angles include cattle rustling and a gruelling winter roundup. In a showdown battle in which Walker overdoes his skullduggery, Lancaster finally kills him. Thus the romantic way is paved for Lancaster and Miss Dru, the much-abused wife of Walker.

Despite some seamy human relationships, the story is presented in good taste. Richard Thorpe directed and Nicholas Nayfack produced. The original story by Luke Short was serialized in the *Saturday Evening Post.*

Running time, 83 minutes. Adult audience classification. Release date, Feb. 16.

MANDEL HERBSTMAN

Phonevision

(*Continued from page* 1)

audience research specialist, who was retained by Paramount to observe the Phonevision test on the scene, expressed a similar view in a report made to Paramount recently.

Rembusch observes that Skiatron is more of a potential threat to exhibition than Phonevision, "because it eliminates expensive phone lines" used by the latter. Neither system in itself, he believes, need worry exhibitors so long as film producers and distributors refrain from "chasing gold." He implies he does not believe the latter will find Phonevision very attractive, pointing out the lack of control over Phonevision audiences and the availability of simple, marketable devices which, he says, will permit those who wish to slip in the back door of the Phonevision theatre without paying.

Films to be offered to the 300 Phonevision test families in Chicago during the seventh week of the experiment starting next Sunday are: "Wuthering Heights," released by United Artists in 1939, now RKO; "Killer McCoy," M-G-M, 1947; "Jungle Flight," Paramount, 1947; "Undercover Maisie," M-G-M, 1947; "Woman in White," Warner, 1947; "Murder, My Sweet," RKO, 1944; "If Winter Comes," M-G-M, 1947; "The Westerner," RKO, 1940; "The Spanish Main," RKO, 1945.

Chicago Subsequents

(*Continued from page* 1)

and $14,000 in the third.

On Feb. 16, Universal-International's "Tomahawk," now in a second week at the Chicago, will open at 18 houses. Hypoed by world premiere promotion, the film did a big $52,000 in its first week.

Twentieth-Century-Fox's "Halls of Montezuma," which, as previously reported, took in $36,000 for its first week at the State Lake and $24,000 in its second, will open at 16 houses on Friday.

Tenn. Theatres Aid Victims of Storm

Nashville, Feb. 4.—Theatres here were almost without patronage for the past four days as a 10-inch snow left 20,000 homes without electric current for heat, light and cooking. Crescent Amusement's Melrose and Bell Mead amusement centers, centrally-heated and with their own electric power, furnished heat, shelter and food for hundreds of people.

Normal operation of theatres is not seen for another day or two with drive-ins out indefinitely.

MPA Prepares

(*Continued from page* 1)

product used, length of runs and considerable other data.

The information will be published in booklet form and will be offered for sale to producers and distributors of foreign films, similar to the preparation and sale of MPAA's U. S. standard theatre directories of several years ago. However, whereas a nominal charge was made for the latter, the price of the "art" theatre directory will be high enough to aid materially in offsetting the cost of its preparation.

Dickson New Liaison

(*Continued from page* 1)

carry out special projects for Johnston and for Joyce O'Hara, now running the MPAA in Johnston's absence.

It is reported that Dickson will receive $25,000 a year in his new post.

'Brotherhood Week'

(*Continued from page* 1)

cities throughout the country have been pouring into the New York office of Charles Reagan, national chairman of the Brotherhood Week committee, reporting 100 per cent attendance and "unbounded enthusiasm at practically every meeting," it was said.

"Objective of the industry drive this year is to have every employee join in the campaign not only with a financial contribution but with a conscious realization of his duty as a citizen."

FLY UNITED'S
Mainliner Stratocruiser
TO HAWAII!
JUST 23½ HRS.
Fly the finest of all Stratocruisers direct to Hawaii from Los Angeles or San Francisco. Connecting DC-6 Mainliner 300s from New York.
UNITED AIR LINES

Take 30 Seconds to read this Editorial...

THE EDITORIAL PAGE

Current Observations

National Screen Service is currently running a series of trade ads which emphasize a resumption or expansion of many of the old reliable methods of show-selling —such as more posting, greater use of heralds, window cards, etc.

Since this is right in line with what we have been hammering away at on this page for the last few years—or more specifically, since receipts first started to fall off —we are in complete accord with the NSS campaign and the company deserves much credit for this series of advertisements.

There are many other avenues for going after business than those covered by these particular ads and we are hoping that the thousands of theatremen reached by STR will start to pay attention to vital importance of more aggressive showmanship through the medium of stronger merchandising methods than has been the case for some years.

* * *

With hectic fluctuations in b[illegible] receipts, wide and varied according to [illegible] territories, old hands [illegible] for a given [illegible] being knocked for the proverbial [illegible]. You can't even guess 'em [illegible]

In areas where receipts have go[illegible] precipitously, a strong picture com[illegible] gross that sometimes makes the b[illegible] look mild. To which the averag[illegible] exhibitor has but one answer. Better pictures! But even that argum[illegible] when a film that appears to [illegible] strong attraction proves a big draw in the heavily popula[illegible] dies in the surburban [illegible] have been [illegible]

Until someone can [illegible]e, we can only hope [illegible]d and widely diver[illegible] th[illegible]racle of doing e[illegible] wea[illegible]reary days and

This [illegible]ge has sounde[illegible] portanc[illegible] maintainin[illegible] tion of t[illegible]heatre's equ[illegible] predict w[illegible] restric[illegible] terials wi[illegible] to the[illegible]

What [illegible]ot like[illegible] turers are[illegible] as th[illegible] be able to [illegible]busine[illegible] to supply [illegible]xhibito[illegible] tions pre[illegible] during[illegible] able to [illegible]er that [illegible] they all [illegible]nly start [illegible]

We [illegible] mighty few[illegible] in this [illegible]ch of the i[illegible] ness. [illegible]y start how[illegible] a bri[illegible]r outlook, and hi[illegible], nothing but [illegible] an unbalanced s[illegible] greater importanc[illegible] an to take careful[illegible] maintain his busines[illegible] here appears to be en[illegible] around.

*

A m[illegible]th many ye[illegible] remark recen[illegible] why our business is alwa[illegible] to him that instead of [illegible]ple might rather ad[illegible] emphasize the good th[illegible] ver critic[illegible] [illegible]evision pe[illegible] [illegible]e or air time[illegible] that junior might be slo[illegible] video shows—they kep[illegible]



Then Remember Your Boxoffice is Only as good as your SHOWMANSHIP!

NATIONAL Screen SERVICE
PRIZE BABY OF THE INDUSTRY

TODAY'S NEWS TODAY

MOTION PICTURE DAILY

AIR MAIL EDITION

VOL. 69. NO. 26 NEW YORK, U.S.A., TUESDAY, FEBRUARY 6, 1951 TEN CENTS

Congress Told Admission Tax Is 'High Enough' Now

Treasury Secretary Snyder, in Tax Message, Says No Increase Sought Now; Proposes a 25 Per Cent Excise Tax on Television Sets

By J. A. OTTEN

WASHINGTON, Feb. 5.—Secretary of the Treasury Snyder told Congress today that he feels that the 20 per cent admission tax is high enough for now and that the Treasury does not seek any boost in this tax at present.

Opening hearings before the House Ways and Means committee, Snyder filled in the details of the President's program of raising over $10,000,000,000 a year in new Federal revenue.

Two other taxes highly important to the film industry would also be left unchanged in the Administration's program, the 25 per cent manufacturers excise on photographic apparatus and 15 per cent manufacturers levy on rawstock.

In fact, the industry fared quite well throughout the program. Not only were its own taxes left off the list marked for increases, but its biggest competitor, television, was nominated for a sizeable tax boost. The Administration urged that Congress increase from 10 per cent to 25 per cent the manufacturers excise on television sets, radios, phonographs and records.

The film industry would also be aided by new 20 per cent excises on rates for bowling alleys, billiard tables and golf green fees. Treasury officials said there had been complaints from theatre owners that the present very low tax on bowling alleys and billiard tables (only $20 a year per alley or table), and the tax-free status of golf fees constituted unfair competition for the film industry. They said the new taxes on these items plus the stiff TV tax would "help equalize the competitive situation in the entertainment field."

Of course, the fact that the Admin-

(Continued on page 10)

'IA'-SOPEG Strife Flames Anew in N. Y.

NLRB Action on Issue At Para. Opens Contest

Action taken in Washington yesterday by the National Labor Relations Board relative to Screen Employes Guild's control over Paramount's home office "white collar" workers appeared certain to set off a broad scale jurisdictional "war" involving Screen Office and Professional Employee Guild on the one hand and IATSE Home Office Employes Local No. H-63 on the other.

The NRLB threw out SEG's motion for dismissal of a board order that the union prove that it had not lost its identity by joining the Distributive, Processing and Office Workers of America. The NLRB had required the proof in order to release to the SEG (now SOPEG) the certification which

(Continued on page 10)

Clear Skies Revive NY Grosses; Roxy Big with 'Mister'

Snow and icy conditions hit attendance at Broadway's theatres during the latter part of last week but the skies cleared by Friday evening and business at the weekend was generally good. The conclusion of the first school semester gave high school students free time on Wednesday, Thursday and Friday and many of the hardy youngsters braved the storm to help compensate at box offices for the slow nights.

"Call Me Mister" opened at the Roxy in a near-blizzard, but the picture, aided by Danny Kaye on stage, gave the house $18,000, its biggest opening day in two years—since the last time, in fact that Kaye appeared in person. The show piled up $93,000

(Continued on page 7)

Compo 'Gratified' Over Tax Status; Mayer Cites Work

The Council of Motion Picture Organizations is "naturally gratified that the Treasury's tax recommendations contemplate no new tax burdens on our industry," Arthur L. Mayer, COMPO executive vice-president, declared here yesterday upon being apprised of Treasury Secretary John Snyder's disclosures in Washington.

"For th's," Mayer said, "the whole industry can thank the COMPO taxation and legislative committee which did such magnificent work in Washington last spring." He cited the committee members individually: chairman Abram F. Myers, Gael Sullivan, Julian Brylawski, Art Arthur, the late Carter

(Continued on page 10)

Interest Shown in Allied's Bid Plan

WASHINGTON, Feb. 5.—Distributors are showing interest in Allied States Association's proposals to change the competitive bidding provisions of the Paramount case decrees, but "there's noting definite yet."

That was the word from general counsel Abram F. Myers. He said that most of the companies were say-

(Continued on page 10)

NEWS FLASHES

Washington, Feb. 5. - Indicating a tightening in National Production Authority policy, 13 exhibitor appeals for permission to build and remodel theatres on hardship grounds were rejected today by NPA. The Authority approved 10 appeals, but this was the first time rejections exceeded approvals.

•

Washington, Feb. 5. - The MPAA has protested to the State Department the unauthorized showing in the Soviet Union of "The Crowd Roars," a 1938 M-G-M film on prize-fighting starring Robert Taylor. It is the third film reported to be shown in Russia without authorization. The others are "Mr. Deeds Goes to Town" and "Mr. Smith Goes to Washington," both of them under protest.

Theatres Can Stay Open In Emergencies, CDA Says

WASHINGTON, Feb. 5.—The Civilian Defense Administration today officially declared that it has not recommended that exhibitors close their theatre doors in periods of national emergency.

The Agency admitted that in general it does not want the public to gather in large numbers in any area or building when an enemy attack is likely to come within a matter of hours. However, officials made it plain that this was true for all public buildings, not only theatres, and that

(Continued on page 7)

Loew's Option Plan Up to Stockholders

Election of 11 directors and voting on a plan under which six key executives will receive options on a total of 250,000 shares of common stock will be the principal business at Loew's annual stockholders meeting here on March 15. Part of the stock option plan includes extension of existing

(Continued on page 3)

Shift Divisions in Loew's Realignment

A realignment of out-of-town circuit divisions of Loew's Theatres was made at a meeting of division managers held here over the weekend, it was announced yesterday by Joseph

(Continued on page 3)

Personal Mention

ERIC JOHNSTON will deliver the keynote speech of "Brotherhood Week," in a special Coast-to-Coast broadcast over ABC on Feb. 18.

•

MAURICE A. BERGMAN, Universal home office executive, will address a Publicity Club luncheon in Chicago on Thursday and on Saturday he will be guest speaker at the annual Variety Club dinner in Cincinnati, at which VANCE SCHWARTZ will be re-installed as chief barker.

•

MONTAGUE SALMON, managing director of New York's Rivoli Theatre, has received Cuba's highest honor, the Order of Merit Carlos Manuel de Cespedes, "in recognition of outstanding services toward inter-American understanding, friendship and solidarity."

•

HARRY M. WARNER was host at a luncheon at Warner Brothers Coast studio recently honoring Ireland's Ambassador to the United States, JOHN J. HEARNE.

•

JACQUES GRINIEFF, independent film distributor, returned to New York yesterday from the Coast where he met recently with MARY PICKFORD and CHARLES CHAPLIN on the United Artists situation.

•

A. A. COLLINS, musical director for Imperadio Pictures will arrive here today from Europe aboard *S. S. Queen Mary*.

•

DICK SHEIL, motion picture representative of *Good Housekeeping* magazine, has delayed his New York-to-Hollywood trip until the week-end.

•

AL LOWE, general manager of United Artists' foreign department, and MRS. LOWE will celebrate their 25th wedding anniversary today.

•

F. J. A. MCCARTHY, Universal Southern and Canadian sales manager, is due to leave here today for New Orleans.

•

JOHN F. JONES, who operates the Neil Theatre, Cincinnati, recently celebrated his 81st birthday.

•

SYD GROSS is in St. Louis from New York on business. He will return in about two weeks.

•

BENEDICT BOGEAUS is in New York from Hollywood for conferences with Eagle Lion Classics executives.

•

JULES LAPIDUS, Warner's Eastern and Canadian sales manager, left New York yesterday for Philadelphia.

G. M. Montanini, 71

LONDON, Feb. 5.—G. M. Montanini, 71, veteran British exhibitor of Manchester, who was general manager of the H. D. Moorhouse circuit of 48 theatres, died recently.

Insider's Outlook

By RED KANN

THERE was the genuine flavor of the man-bites-dog routine in Iz Rappaport's boost of "Born Yesterday" via paid space in MOTION PICTURE DAILY and *Motion Picture Herald* last week. Columbia has been recording the reverberations ever since and never had a happier chore.

By this time everyone is familiar with telegrams from excited exhibitors to excited sales managers reporting performance on one attraction or another. It is a standard form of advertising.

Not so in Rappaport's case.

■

He wrote the copy, and ordered, inserted and paid for the space. Moreover, he did so under his own reconnaisance because, as he told the world, "Suddenly I'm a happy guy."

Why? Because the seats in his Town Theatre in Baltimore were now in regular contact with the customers. They haven't been empty for three weeks and, if all goes well, won't be for two more, at least. "I know that gloom sometimes gets so thick you can't cut it with a knife. Now I know what to cut it with," he said in paid space. "You cut it with a little dilly called 'Born Yesterday.' That's all, brother. Just 'Born Yesterday.'"

■

Others are sharing Rappaport's pleasure, it's a pleasure to be able to report. Not within the easy memory of contemporary man, or approximately thereof, is a parallel of the experience of the RKO Orpheum in New Orleans where this attraction is now in its third week and yesterday voted in a fourth. At the Victoria, New York, the run is in its seventh stanza. Ditto at the Pantages in Hollywood. The Orpheum in San Francisco already has logged a fifth.

Television or no television, an attraction remains an attraction.

■ ■

Paramount, and a flock of exhibitors, is in the dead center of an exhilarating experience, too, with "At War with the Army." This stars Dean Martin and Jerry Lewis, was produced by Abner Greshler and acquired by Paramount. Now rolling toward the end of its second week at the Broadway Paramount, this war comedy did an astonishing $19,149 last Saturday.

Scurrying through records, the Paramount boys are hunting feverishly for yardsticks. They say the best they've been able to do is to compare their current excitement with their best grossing black-and-white film of the last decade. Credit part of this to understandable enthusiasm and the rest of it to finger-snapping in the face of facts which include a little job released in 1944. "Going My Way" was its title.

When you cut through some of the hurrahs, you find the comparison is more in line with "The Paleface," which did about $4,500,000 in the United States and around $5,000,000 if you add Canada.

■

Since every distributor keeps graphs, charts and crystal balls and has a way of drawing an accurate bead on final tallies on the basis of performance in the early weeks of release, Paramount's computation machine comes up with the forecast that "At War with the Army" will do a domestic gross of about $4,000,000, provided—

Provided, the attraction maintains its established pace. Even Paramount won't guarantee that.

Services Wednesday For Alfred A. Cohn

HOLLYWOOD, Feb. 5.—Funeral services will be held here on Wednesday afternoon at Hollywood Cemetery Chapel for Alfred A. Cohn, 71, who died Saturday night following hospitalization for a heart attack suffered a month ago.

The retired screenwriter, whose screenplay for "The Jazz Singer" won the first Academy Award ever given for screen writing, had recently completed a book covering Hollywood history from the start of production here to the present.

He served as U. S. Collector of Customs for the Port of Los Angeles, in 1935-1939 and later was president of the Los Angeles police commission for several years. Before taking up screen writing as a profession, in which he turned out approximately 100 scripts, Cohn had a journalistic career on Metropolitan newspapers. A son and two daughters survive.

John Nickel, 73

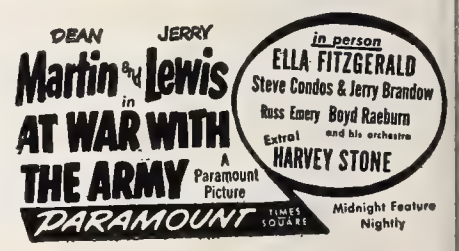
BALTIMORE, Feb. 5.—One of Baltimore's oldest showmen is dead. John (Hon) Nickel, 73, was buried here on Saturday, having died from a heart attack. He was the owner of the Gayety Theatre, intermittently a burlesque and a film-house.

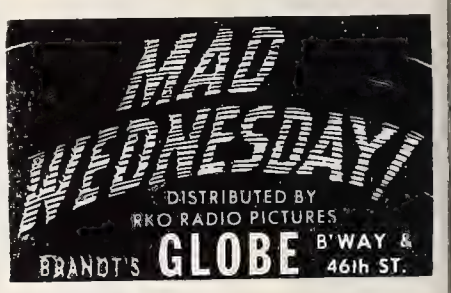
Coming Events

Feb. 6—Allied Independent Theatre Owners of Wisconsin regional meeting, Hotel Lorraine, Madison.
Feb. 8—Associated Motion Picture Advertisers luncheon - meeting tribute to Harry A. McWilliams, AMPA president, Trader Tom Restaurant, 12:30, New York.
Feb. 8-9—National Theatre Supply district sales meeting, Hotel Hollander, Cleveland.
Feb. 10—Edison Pioneers anniversary luncheon, Hotel Astor, New York.
Feb. 14—Cinema Stamp Collectors meeting, Hotel Astor, New York.
Feb. 14—Allied States Association Caravan Committee meeting, Statler Hotel, Washington.
Feb. 15-16—Allied States Association board of directors annual mid-winter meeting, Statler Hotel, Washington.
Feb. 18-25—"Brotherhood Week."
Feb. 28—Cinema Stamp Collectors meeting, Hotel Astor, New York.
March 14—Allied Rocky Mountain Independent Theatres directors meeting, Denver.
March 14—Cinema Stamp Collectors meeting, Hotel Astor, New York.
March 18-20—Theatre Owners of Oklahoma annual convention, Biltmore Hotel, Oklahoma City.
March 22—Academy of Motion Picture Arts and Sciences 23rd annual presentation of awards, RKO Pantages Theatre, Hollywood.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
Joan Fontaine - Joseph Cotten
in Hal Wallis' Production
"SEPTEMBER AFFAIR"
A Paramount Picture
Plus
SPECTACULAR STAGE PRESENTATION





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National Pre-Selling

PARAMOUNT'S "The Mating Season" has been chosen as "The Picture-of-the-Month" by *Seventeen* magazine and will be so announced in the March issue to coincide with the release of the picture. All branches and field representatives have been alerted by Max E. Youngstein, in charge of Paramount's national advertising and exploitation, to use the award as ammunition in their publicity campaigns.

•

Some 250 radio stations from Coast to Coast will give a full program plug to 20th Century-Fox's "Of Men and Music," timed to the film's opening playdates. Plugs will be heard on the "Music You Want" program. The program is sponsored by RCA-Victor and is expected to reach an audience of 7,200,000 classical music lovers throughout the country.

•

Special radio transcriptions for 20th Century-Fox's musical, "Call Me Mister," are now available at no cost to exhibitors for saturation exploitation. The recordings make use of a humorous personal recommendation by Jack Benny in his familiar voice and film-plugging lyrics sung by a quintette to the picture's title tune. A special trailer featuring Benny has also been made. Full details of trailer and radio transcriptions are contained in the pressbook.

•

20th Century-Fox's "Follow the Sun" has been chosen as "The Picture of the Month" for April by *Coronet*, making it the fifth of the company's films to be so honored in six issues of the magazine. Others cited in recent months were: "Panic in the Streets," "Mister 880," "All About Eve" and "Fourteen Hours."

•

A large-scale merchandising tie-up between 20th Century-Fox, California Girl, Inc., and Cohama Fabrics will see "I Can Get It for You Wholesale" promoted in cities and towns from Coast to Coast.

Both fabric companies are manufacturing dresses which were designed by Charles Le Maire for use in the film. The dresses, worn in the picture by Susan Hayward and Marion Marshall, will be introduced by one leading store in each city throughout the country, with the tie-up to be supported in local situations by special newspaper mats, hangtags and window displays. The promotion, which will coincide with the picture's national release in mid-April, will be launched in New York by Gimbel Brothers.

•

Window displays in more than 40 jewelry stores throughout the Metropolitan area are helping plug Paramount's "At War with the Army," currently doing record business at the Paramount Theatre, according to Max E. Youngstein, Paramount advertising and publicity vice-president.

Basis for the displays, which feature counter cards inside the stores as well as stills of stars Dean Martin and Jerry Lewis, and playdate credits in windows, is a nationwide tieup effected by Paramount with the Benrus Watch Co.

—WALTER BROOKS

12½% of Gross to British Producers Under Eady Plan

LONDON, Feb. 5.—British producers of feature pictures will be given 12½ per cent of the gross of their pictures in succeeding quarterly periods beginning Oct. 1, last, under the proposed distribution system being set up for the administration of the so-called Eady production pool tax.

This was confirmed today at a meeting here of members of the British Film Producers Association and others. American producers will not share in the pool although exhibitors will pay a levy of one farthing per seat into the pool even when their programs consist only of American pictures.

Producers of documentaries and short subjects will get two and one-half times the percentage taken by feature producers. Any balance remaining in the pool at the end of any given quarter, will be distributed on a similar, pro rata basis.

Following today's meeting the plan is to be submitted to Harold Wilson, president of the Board of Trade, for his formal approval, which is assured.

On the basis of current business volume at Britain's theatres, the Eady production pool promises to be enriched by at least £1,250,000 ($3,400,000) during its first year of operation. That would provide a producer, under the provisions of the pool distribution, with an additional £20,000 ($56,000) net during the released run of any of his successful pictures.

Loew's Option Plan

(*Continued from page* 1)

contracts with Loew's of the six executives involved.

Confirmation that Loew's has entered into negotiations for a consent decree with the government was also contained in the proxy statement mailed yesterday to stockholders.

Schenck Urges Plan

Approval of the stock option plan was urged by Nicholas M. Schenck, president, in a letter accompanying the statement. As previously reported, the directors on Jan. 17 voted options to the following: Dore Schary, production vice-president, 100,000 shares; Arthur M. Loew, president of Loew's International, 40,000 shares, and vice-presidents Benjamin Thau, Joseph R. Vogel, Charles C. Moskowitz and Louis K. Sidney, 27,500 shares each. Purchase price will be the price of the stock on Jan. 17, $16⅞ per share.

Contingent on approval of the plan, contracts of the executives will be extended as follows: Schary, exclusive services, from July 26, 1955 to Jan. 17, 1958; Loew, from March 1, 1955, to March 1, 1958; Thau, from March 1, 1954 to Jan. 17, 1958; Vogel, from March 1, 1954 to March 1, 1958; Moskowitz, from March 1, 1954 to March 1, 1958, and Sidney, from March 7, 1954 to Jan. 17, 1958.

Eleven Directors

The 11 directors nominated for re-election by the company are: Leopold Friedman, F. Joseph Holleran, Eugene W. Leake, Moskowitz, William A. Parker, William F. Rodgers, J. Robert Rubin, Schenck, Vogel, David Warfield and Henry Rogers Winthrop.

Compensation paid in 1950 to the eight directors who are also officers of the company is listed in the statement as follows: Friedman, $130,357; Edgar J. Mannix, $159,036, plus $43,571 additional based on profits; Louis B. Mayer, $156,429 plus $143,571 based on profits; Moskowitz, $156,429; Rodgers, $114,714; Rubin, $104,286 plus $110,614 based on profits; Schenck, $130,357 plus $94,411 based on profits; Vogel, $156,429.

In addition to the above salaries, sums ranging from $20,691 to $55,355 were paid into the company's retirement plan. Rubin's aggregate compensation last year exceeded the previous year by $49,023. The company has deposited in escrow $78,000 for Rodgers, from which he, under terms of his contract, receives $1,739 monthly.

US Planning Bond Drive; Has Big Role for COMPO

The U. S. Treasury Department, contemplating a new emergency bond drive, is counting on all-out cooperation from motion picture theatres in that connection, it was revealed here yesterday by Robert W. Coyne, special counsel of the Council of Motion Picture Organizations.

Coyne, who from 1941 to 1945 was national field director of the Treasury's War Finance Division, recently conferred in Washington with Secretary of the Treasury John Snyder, Attorney-General J. Howard McGrath and other key government officials. From these he learned that for the time being the government will not require any special services from theatres or from the film industry at large in connection with the emergency effort which has arisen out of Korea.

However, Coyne indicated, before the end of spring COMPO doubtlessly will be approached for commitments in line with a forthcoming bond drive. He added that the drive itself may not be set in motion until 1952, but the role which the industry would play in that effort might have to be crystalized by next autumn.

Loew's Realignment

(*Continued from page* 1)

R. Vogel, theatre operations vice-president.

Martin Burnett, with headquarters in Columbus, will now have charge of Pittsburgh, Columbus, Dayton, Indianapolis, Louisville and Evansville. Mike Cullen from headquarters in St. Louis, will handle Kansas City, Houston, New Orleans, Nashville, Memphis and Atlanta. The Southern cities had been supervised by Allan Sparrow, who died recently.

Frank Murphy, with headquarters in Cleveland, will also handle Akron, Canton and Toledo.

Amusement Rates Raised

COLUMBUS, O., Feb. 5.—The Columbus *Citizen* has advanced its amusement rate one cent, bringing up the rate to 23½ cents per line.

Wisconsin AITO Will Meet Today

Milwaukee, Feb. 5.—The first regional meeting of the year to be held by the Allied Independent Theatre Owners of Wisconsin will open at the Hotel Lorraine at Madison tomorrow.

Highlighting the agenda will be a clinic featuring "Film Buying on Today's Market and the Proper Booking of Product." Exploitation and marketing of product will also be discussed from the floor.

Skouras Host at Red Cross Lunch

Admiral William F. Halsey delivered the major address at a luncheon given here yesterday for leaders of the film industry by Spyros P. Skouras, chairman for the motion picture division of the 1951 Red Cross campaign. Under discussion was possibility of a collection drive in theatres. ITOA and MMPTA of New York indicated support.

Among those in attendance at the luncheon, at the Metropolitan Club, were: Al Schwalberg, Max Youngstein, Leonard Goldenson, Charles Reagan, Robert Mochrie, S. Barret McCormick, Leon Bamberger, Harry Goldberg, Abe Schneider, Robert S. Benjamin, Herman Robbins, Ed Morey, Spyros P. Skouras, Jr., William A. White, A. J. Balaban, Russell V. Downing, Harold Rinzler, Frank Damis, Edward Rugoff, Leo Brecher, Sam Rosen and Lou Gamble.

Guest of honor was Corporal Harry Smith, a wounded American-born Chinese veteran of the Korean campaign.

Truman to Speak at Red Cross Rally Here

A mobilization rally to be held in Madison Square Garden Feb. 27, will officially open the March Red Cross 1951 appeal.

The rally staged by Ed Sullivan and Marlo Lewis producers of the CBS-TV program, "Toast of the Town," will be climaxed by an address by President Harry S. Truman speaking from Washington.

Three networks, CBS, NBC and ABC already have cleared the air for TV coverages.

Burstyn Hits Regents Authority in Brief

John C. Farber, attorney for Joseph Burstyn, Inc., has filed with the special subcommittee of the New York Board of Regents the brief he indicated he would submit by yesterday in connection with the subcommittee's inquiry into whether the license for Burstyn's "Ways of Love," including the controversial "The Miracle," shall be revoked.

Farber's office here revealed that the attorney took in the brief the same stand he took on earlier occasions, namely, that neither the Regents nor the subcommittee have the authority to take steps to revoke the license, which was granted by the Motion Picture Division of the State Education Department.

GROSSES ARE UP—

AND FLAGS ARE UP TO CELEBRATE . . . FO

Paramount Now Has On The Nation's Marq

DEAN **MARTIN** JERRY **LEWIS** IN

AT WAR WITH THE ARMY

Held over everywhere in record runs! N. Y. Paramount set 24-year non-holiday week high at regular prices.

BING CROSBY IN **MR. MUSIC**

Best Crosby business in years—as it rides crest of terrific promotion from Bing's 20th Anniversary.

JOAN **FONTAINE** JOSEPH **COTTEN** IN

HAL WALLIS' PRODUCTION

SEPTEMBER AFFAIR

Watch the results of the premiere engagement of this great woman's picture now at Radio City Music Hall.

es Its Biggest Money Product Since 1946 ...

ALAN LADD IN BRANDED

COLOR BY TECHNICOLOR

It has left "Whispering Smith" grosses far behind in many situations —to become one of '51's leaders.

THE GREAT MISSOURI RAID

COLOR BY TECHNICOLOR

First few hundred engagements reveal this trend: It is boosting business on average of 40% over normal.

... And look what's coming next:

CECIL B. DeMILLE'S

SAMSON AND DELILAH

COLOR BY TECHNICOLOR

Then the comedy sensation

THE MATING SEASON

BOB HOPE in

THE LEMON DROP KID

—and lots of other exciting marquee merchandise from PARAMOUNT

BROTHERHOOD WEEK—February 18-25 Brotherhood—for Peace and Freedom. Believe it! Live it! Support it!

Rank Background Photo Process A Hit at Showing

By PETER BURNUP

LONDON, Feb. 5.—The J. Arthur Rank Organization, owner of a new photography process known as Travelling Matte, which it claims to be a highly significant technical advance, gave a brief trade demonstration of the process here. Observers, both technical and laymen, left the demonstration favorably impressed.

Basically, the new process aims at replacing back projection in the reproduction of large-scale exteriors. It enables one scene to be printed on top of another without, it is claimed, ghosting or unnatural edges, so that the two scenes blend into one sharp picture. It is said to be the result of five years of intensive research and experiment and already has been used in a number of Rank-produced pictures, in Sir Alexander Korda's recently completed "Cry the "Beloved Country," and in 20th Century-Fox's production at Denham of the James Stewart-Marlene Dietrich film, "No Highway."

The process uses a special beam-splitter camera which records on two rolls of film at once, one making a normal image and the other a pure silhouette. The background to the picture is later combined with the two rolls of film in the laboratory and the whole is then "married" into a finished composite, for which extraordinary clarify and depth of focus are claimed.

Seen as Time Saver

Among its advantages are said to be a saving of studio space and the reduction of setting-up time. The stage space used is only that required by the foreground action, plus about 15 feet behind for backing and lighting equipment.

Also claimed for Travelling Matte is its post-shooting control of a composite picture. The plate for a background may be replaced by a new one. Alternatively, it can be shot after the foreground action has been recorded. The balance between the foreground and background is said to be completely controllable in the laboratory processing. Also, it is said, the method completely obviates the smudgy, dark grey which develops in normal back-projection treatment of night scenes.

Special camera and lighting devices are involved. Processing of the film can, to date, be carried out only in Rank's Denham laboratories. Experiments are now in process for Travelling Matte's development in color.

Wolff, Thorpe Due Here from London

Robert S. Wolff, RKO Pictures managing director for Britain, is scheduled to arrive here from England today on the *S.S. Queen Mary* for a six weeks home office visit. Wolff is on his annual visit to the home office and probably will go to Hollywood before returning to London.

Also due here from London is Max Thorpe, Columbia's British managing director, whose previously scheduled departure from London was delayed by an attack of the flu.

Reviews

"Royal Wedding"

(Metro-Goldwyn-Mayer)

THE FAMILIAR musical format is given a resplendent treatment in M-G-M's "Royal Wedding." The gilt Technicolor production is generous in its song, dance and production numbers, joyously breaking into them at almost every turn. At other times, a merry, featherweight tale is spun about a brother-sister dancing team that goes to London to perform during the season of the royal wedding and encounters romance along the way.

Wing-footed Fred Astaire plays the brother and Jane Powell the sister, while capable support comes from Peter Lawford, Keenan Wynn and Sarah Churchill in her American debut. The picture shapes up as a solid audience pleaser.

Astaire, in the story and screenplay concocted by Alan Jay Lerner, plays a performer pretty much set in his gay, bachelor ways, while his sister, Miss Power is romantically inclined, but too dedicated to her art to take a boy seriously. En route to London, however, things start to change. She meets Lawford, a handsome young lord, and presently falls in love with him. In London, Astaire chances upon Miss Churchill, a dancer, and cupid strikes another hit with his arrow. After a series of minor romantic adventures it gets to a point where both brother and sister really want to get married but somehow they decided that careers are more important. The decision against the heart's impulse doesn't last very long for the team. They behold the royal wedding (presumably Princess Elizabeth's), and decide to do likewise.

Wynn, playing a dual role of twin brother, is a hilarious hit. He doubles as an American and British theatrical agent, investing both roles with robust comedy.

One dancing number, marked for novel effect, has Astaire strutting his stuff on the ceiling and walls. All production numbers sparkle with a breezy freshness that contributes to a relaxed atmosphere. Miss Churchill has an interesting dramatic face that would suggest accomplished acting ability, although her role, regrettably, is not a histrionically demanding one. Arthur Freed produced and Stanley Donen directed.

Running time, 93 minutes. General audience classification. Release date, March 23.

MANDEL HERBSTMAN

"Spoilers of the Plains"

(Republic)

ROY ROGERS makes life quite uncomfortable for a gang of foreign outlaws who are spotted in "Spoilers of the Plains," an action drama which is par with most predecessors in the Rogers series. On hand to help Rogers in this Edward J. White production are Trigger and a dog. William Witney directed, from Sloan Nibley's story.

Scientists working to develop a long-range weather forecasting service in Western desert country, face Grant Withers, gangster head, who poses as the owner of a small oil company in the area in order to gain access to the inside on the scientific project. To obtain oil he has offered to Penny Edwards, daughter of the chief scientist, Withers taps into Rogers' pipe-line, and then later steals the timing device from an experimental rocket, substituting a time bomb so that the chief scientist will be killed. Rogers discovers the bomb just before it is set to explode and he removes it from the experimental camp site. With the aid of guards and his own assistants, Rogers brings the criminal's career to a sudden halt.

Comedy touches are supplied by Gordon Jones, while Rogers supplies song material, supported by Foy Willing and the Riders of the Purple Sage. Juvenile Western fans will enjoy this film. There is plenty of fighting, some shooting, and a chase that is really something, but there is still a definite lag throughout, because the plot is far fetched. Adults will not be too happy with the result. Others in the cast are: William Forrest, Don Haggerty, Keith Richards, Fred Kohler, Jr., House Peters, Jr., and George Meeker.

Running time, 68 minutes. General audience classification. February release.

36 Features Are in Work on the Coast

HOLLYWOOD, Feb. 5.—The production index has gone up two points, for a total of 36 pictures in work. Eight new pictures were started while six were completed.

Started were: "Slaughter Trail" (Irving Allen Productions), Independent; "Texas Carnival," Metro-Goldwyn-Mayer; "Wild Horse Canyon," Monogram; "Favorite Spy" and "The Greatest Show on Earth," Paramount; "Wells Fargo Gunmaster," Republic; "The House On the Square" and "The Secret of Convict Lake," 20th Century-Fox.

Completed were: "Love Is Better Than Ever" and "Rich, Young and Pretty," Metro-Goldwyn-Mayer; "Ghost Chasers," Monogram; "Here Comes the Groom," Paramount; "Rustlers' Range," RKO Radio; "Ma And Pa Kettle at the County Fair," Universal-International.

Add 15% Tax to Film Duty in Costa Rica

WASHINGTON, Feb. 5.—An agreement between distributors in Costa Rica and the Central Bank of Costa Rica subjects films to usual customs charges plus a five per cent income tax and a 10 per cent exchange surtax, according to a report from the Commerce Department. The extra 15 per cent of taxes are deducted from the gross amounts remittable to the foreign producers, Golden said in his report.

The report estimated that gross income for the city of San Jose alone is about 4,000,000 colones annually (5.67 colones to the dollar), of which about 2,500,000 colones is remitted to foreign producers as rental on films. Of this, U. S. producers get about 1,500,000 colones, Mexican producers about 600,000 and Argentine and European films the remaining 400,000 colones, it was stated.

Because of the Columbus Day observance on Feb. 12, the next regular *Air Mail Edition* of *Motion Picture Daily* will be published on Wednesday, Feb. 13.

Short Subject

"Strategy for Victory"

(March of Time—20th-Fox)

The tactics which the Russians have used to build up their strength in Europe and the action which the United States is employing to form a bulwark against future Soviet aggression is viewed in this latest issue of the March of Time.

Officers of the combined Army of the North Atlantic Treaty Nations are shown being schooled in the use of American arms and coordinated tactics under General Eisenhower. The picture should prove interesting to the general public as a pictorial account of the various news reports that have appeared in newspapers for the past three months. Running time, 18 minutes.

UK Newsreel Price Tiff Compromised

LONDON, Feb. 5.—The joint committee of the Cinematograph Exhibitors Association and Kinematograph Renters Society has reached a compromise in the dispute over newsreel rental prices which will go to the two organizations for ratification.

The CEA had opposed a fixed scale of newsreel prices and a £1,000 penalty on Newsreel Association members for failure to adhere to the scale, contending that newsreel rentals should continue to be a matter for individual negotiation between buyer and seller. Under the compromise, distributors agree to rescind the penalty clause, substituting for it a "recommendation" that the price scale be maintained.

For their part, exhibitors have agreed to undertake to eliminate a CEA resolution putting a ceiling of 50 per cent on all film rentals.

10 U.S. Pictures For Uruguay Fete

Member companies of the Motion Picture Association of America will enter 10 key features in the International Film Festival to be held Feb. 15-Mar. 5 at Punta del Este, Uruguay, it was announced here by John G. McCarthy, MPAA vice-president in charge of international affairs.

Entries include: "Valentino," Columbia; "Intruder in the Dust," M-G-M; "Sunset Boulevard" Paramount; "Sands of Iwo Jima," Republice; "Our Very Own," Samuel Goldwyn-RKO; "Treasure Island," Walt Disney-RKO; "Halls of Montezuma," 20th Century-Fox; "Cyrano de Bergerac," Stanley Kramer-United Artists; "Harvey," Universal, and "Breaking Point," Warner.

NY Grosses

(Continued from page 1)

for its first five days and management looked for $115,000 for the first week which ends today.

"September Affair" opened on Thursday at Radio City Music Hall, with $79,000 grossed over the weekend. For the first week a somewhat less-than-average take of $118,000 is expected. Russell Markert's "Show Shop" highlights the stage show.

Still doing good business, despite weather conditions, is "At War with the Army," at the Paramount, where $89,000 is expected for a second week. Ella Fitzgerald tops the stage bill. "Operation Pacific" is doing fairly well at the Strand, with $52,000 in sight for a first week. Denise Darcel is appearing personally at the Strand.

"The Enforcer" is holding up well at the Capitol, with $41,000 expected for a second week; Lionel Hampton's band is on stage. The sole newcomer to straight film houses is "The Second Woman" at the Rivoli, but estimated returns are rather disappointing for a first week, hovering around $18,000.

Among the longer runs, "Born Yesterday" is doing well at the Victoria, with $26,000 in sight for a seventh week. "Harvey," at the Astor, also in a seventh week, is holding up well with about $13,000 expected.

Reissues Doing Well

Two pictures will bow out on Friday, "Mad Wednesday," at the Globe, where $9,500 is expected for a second and final week, and "The Company She Keeps," at the Criterion, where $10,500 is due for its second stanza. On Saturday, "Sugarfoot" will open at the Globe, and "Frenchie" will go into the Criterion.

Two re-issues, "The Last Gangster" and "The Big Store," are doing quite well at the Mayfair with $14,500 due for a second week; they will hold for a third. "The Steel Helmet" at Loew's State is still pulling during the daytime but attendance lags evenings; it will do a fair $14,000 for a second week.

Business remained fairly steady at off-Broadway first runs. "Seven Days to Noon" took in $8,000 for a seventh week and looks like $7,000 for its eighth; the long-running "Trio" at the Sutton will do an estimated $6,500 for its 18th week. "The Blue Lamp" at the Park Avenue took in a comfortable $6,000 for its fourth week and will hold for a fifth and final seven days.

"Cyrano de Bergerac," playing two-a-day with reserved seats, at the Bijou, is grossing consistently with about $11,000 due for a 13th week.

Two Closed, Three Reopen in Chicago

CHICAGO, Feb. 5.—Two neighborhood houses, the Essex and Rena have closed because of business conditions. The Essex, a Jones, Linnick, and Schaefer theatre, had been an "art house, but switched to standard pictures, advertising admission prices whereby a family of four was admitted for 98 cents. The Rena had been admitting "one family, any size, for one dollar."

The Bertha, on the North Side, which closed early this winter, has been reopened, while two Warner houses, the Stratford and Grove, reopened recently.

Reviews

"Rhythm Inn"

(Monogram)

Hollywood, Feb. 5

AMUSING, light, musical-comedy entertainment unreels smoothly while producer Lindsley Parsons focuses the spotlight on the Dixieland band vogue that is currently quite popular in many sections of the country. This good-natured comedy, by Bill Raynor, concerns, for the most part, an improvident dance band that goes broke but manages to fulfill its engagement by "borrowing" its instruments nightly from a music store where they have been pawned to pay off a traffic fine. The band includes such well known talent as Wingy Manone, Pete Dailey and Matty Matlock, names of moment to the dance public, plus the Anson Weeks orchestra. Jane Frazee, Kirby Grant, Charles Smith and Lois Collier are the principals in a story that ties the musical numbers together and supplies some laughs in its own right. All in all, it is a pleasantly serviceable little musical that is honestly entitled to its screentime.

Bandleader Grant and his unit are in trouble with the local constabulary and are forced to pledge their instruments at a music store as security for a loan with which to pay a traffic fine. In order to fulfill a date at the Rhythm Inn, the band's singer, Miss Frazee, prevails upon Smith, who works at the store and is an amateur tunesmith, to smuggle the instruments to the boys nightly without his employer's knowledge. Miss Collier, Smith's girl friend, misunderstands the relationship between him and Miss Frazee, and a series of complications ensues. But when matters work out in such fashion that Miss Collier is enabled to sing one of Smith's songs at the Inn with the band, everything comes out as it should in a musical comedy. William F. Broidy was associate producer, and Paul Landres directed, spiritedly. Others in the cast are: Fritz Feld, Ralph Sanford, Armida, Jean Ritchie, Ramon Ros and Ames and Arno.

Running time, 73 minutes. General audience classification. Release date, Feb. 12.

"My Brother, the Outlaw"

(Bogeaus-Eagle Lion Classics)

ELEMENTS of mystery have been added to the outdoor action drama format in "My Brother, the Outlaw." Produced in Mexico by Benedict Bogeaus, the picture has Mickey Rooney and Wanda Hendrix in the leads, with support coming from Robert Preston and Robert Stack. The picture has enough action to make it a satisfactory item for Western situations, but, generally, the plot takes too many liberties with credulity, even for a Western.

Rooney plays the part of a New York City boy who heads for Mexico to pay a surprise visit to his brother, Stack, who presumably, is operating a silver mine. En route, Rooney meets Preston, a husky Texas ranger who is out to capture a notorious Mexican bandit known as El Tigre. They join forces, and once in Mexico, start looking for Stack. After some mysterious doings and skullduggery, it turns out that Stack is a member of the outlaw gang. There is considerable shooting, fighting and flights with Rooney and Preston in constant danger from the outlaw. In a final showdown gunfight, Stack is killed and when his disguise is lifted it is revealed that he is none other than El Tigre.

Eliot Nugent directed, from a screenplay by Gene Fowler, Jr. Running time, 82 minutes. General audience classification. Release date, Feb. 7.

M. H.

"Rough Riders of Durango"

(Republic)

A STANDARD Western yarn is spun in "Rough Riders of Durango," which features Allan (Rocky) Lane. Action is stressed all the way by Fred C. Bannon who directed Gordon Kay's production from a story by M. Coates Webster.

Lane combines forces with Ross Ford, a young sheriff, who has his hands full trying to save local farmers from hi-jackers. With the bank about to foreclose on all ranches and farms, Ford arranges for the farmers to get a $40,000 advance on their next grain shipment so that they can pay off their loans to the bank. At the crucial moment, the money is stolen and the messenger killed.

Lane and Ford eventually discover that Steve Darrell, a supposedly honest harness-maker, is the brains behind the gang. After a number of close brushes with gunmen, and a fast moving chase, Lane recovers the money, and brings the criminals to justice. Others in the cast are: Denver Pyle, Stuart Randall, Hal Price, Tom London, Russ Whiteman and Dale Van Sickel.

Running time, 60 minutes. General audience classification. Release date, Jan. 30.

Seek Boxing Day By-Law

TORONTO, Feb. 5.—The recognition of Boxing Day, the day after Christmas, as a statutory holiday, has led the Motion Picture Theatres Association of Ontario to ask the Toronto Board of Police Commissioners to add the date to listed holidays in the by-laws which provide permission for midnight shows in conjunction with such occasions.

Half-Dollars for 'Dimes'

ALBANY, N. Y., Feb. 5.—An increase in the size of theatre lobby contributions is one of the most heartening features of the current "March of Dimes" campaign in Albany County, local chairman Thomas J. McEnaney reports. He stated that before, "it was chiefly pennies, nickles and dimes. Now it is quarters, half-dollars and dollar bills."

CDA Ruling

(Continued from page 1)

it applied only when an attack was very imminent on a particular area, and could not be expected to be the rule for an indefinite emergency period.

The CDA's statement, issued specifically for the film industry, was prepared at the request of the Council of Motion Picture Organizations. COMPO had protested to the White House that there were reports that the CDA was planning to ask theatres to close or to ask people to stay out of theatres, and wanted a statement to set these fears at rest.

As expected, the statement stressed the positive contributions that the industry could make and was in effect an invitation to exhibitors to start closer cooperation with local Civilian Defense officials.

Theatres have a definite part to play in the civilian defense effort, especially in off hours, the CDA statement declared. It suggested as an example that theatres could be used on Saturday mornings to show training films and other orientation material to Civilian Defense workers.

The CDA admitted that while theatres had the advantage, from a bomb-resisting point, of being windowless, they did not have any special protective features against enemy attack.

Theatres surviving bombing would be useful for registration of homeless individuals and other similar purposes, the statement declared. No mention was made of theatres serving as first-aid posts, though officials privately have discussed that.

Declaring that local Civilian Defense officials will welcome cooperation from the industry, the statement concluded that "the sense of public responsibility exhibited by the industry in the past will suggest to operators that they offer their facilities to local Civilian Defense directors without delay."

CDA officials indicated that they hoped this statement would quiet all fears in the industry, and that barring another similar request from the industry for a statement of policy on a specific point, CDA planned no other releases dealing with theatres or the film industry.

Legion Reviews 12; Three in Class "B"

The National Legion of Decency has reviewed 12 additional features, putting three in Class "B" and the remainder in Class "A."

Those in Class "B" include: "Call Me Mister," 20th Century-Fox; "Film Without a Name," (German), Oxford Films, and "Second Face," Eagle Lion Classics.

Under the Class "A," Section No. 1, classification are: "Lights Out," Universal-International; "Rough Riders of Durango"; Republic. The following were listed in Class "A," Section 2: "Al Jennings of Oklahoma," Columbia; "The Bandit Queen," Lippert; "Bowery Battalion," Monogram; "Chance of a Lifetime" (British), Pilgrim-Ballantine Pictures; "Korea Patrol," Eagle Lion Classics; "Lightning Strikes Twice," Warner; and "Belle le Grand," Republic.

HAVE YOU SEEN THE CARTOON THAT'S "TICKLED THE PUBLIC AS PERHAPS NO SUCH FILM HAS SINCE DISNEY'S 'THREE LITTLE PIGS'...."*

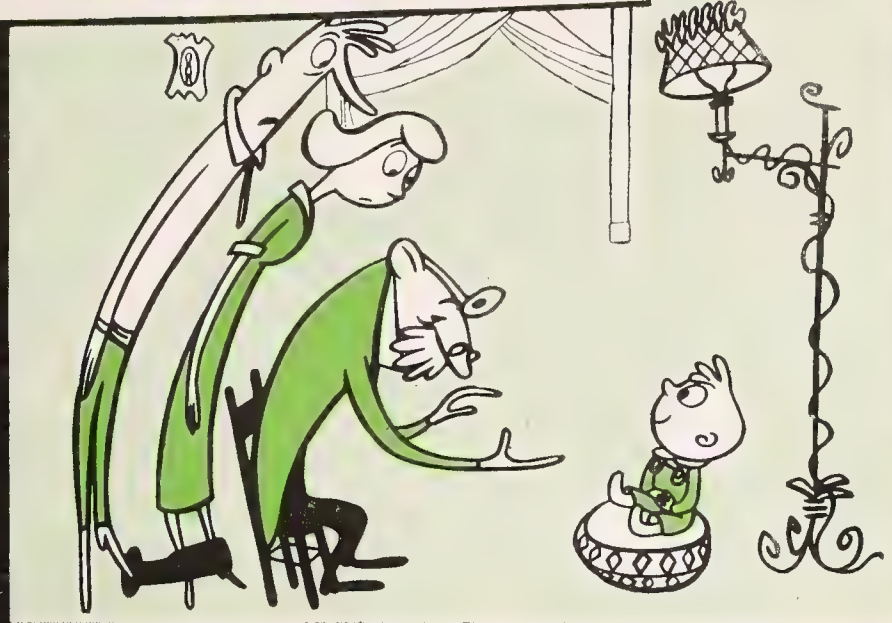
* *Thank you, San Francisco Chronicle*

BROTHERHOOD—FOR PEACE AND FREEDOM
Believe It! Live It! Support It!
Brotherhood Week—Feb. 18-25, 1951

SING A SONG of GERALD McBOING



1. This is the story of Gerald McCloy
And the strange thing that happened to that little boy.



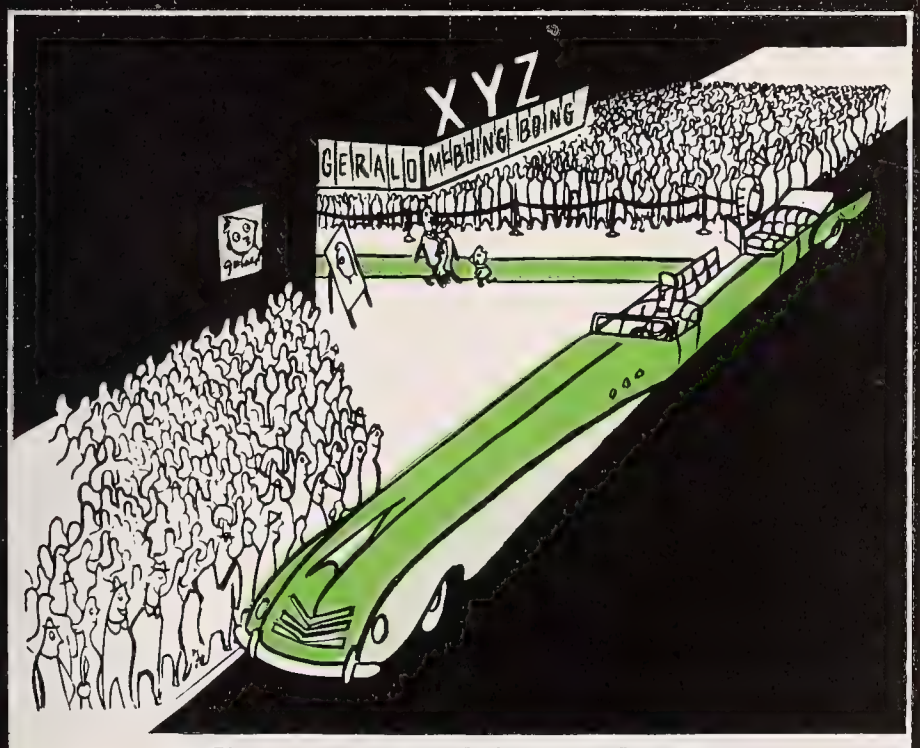
2. "I see", said the doctor, "It's just as you said.
He doesn't speak words, he goes BOING-BOING instead."



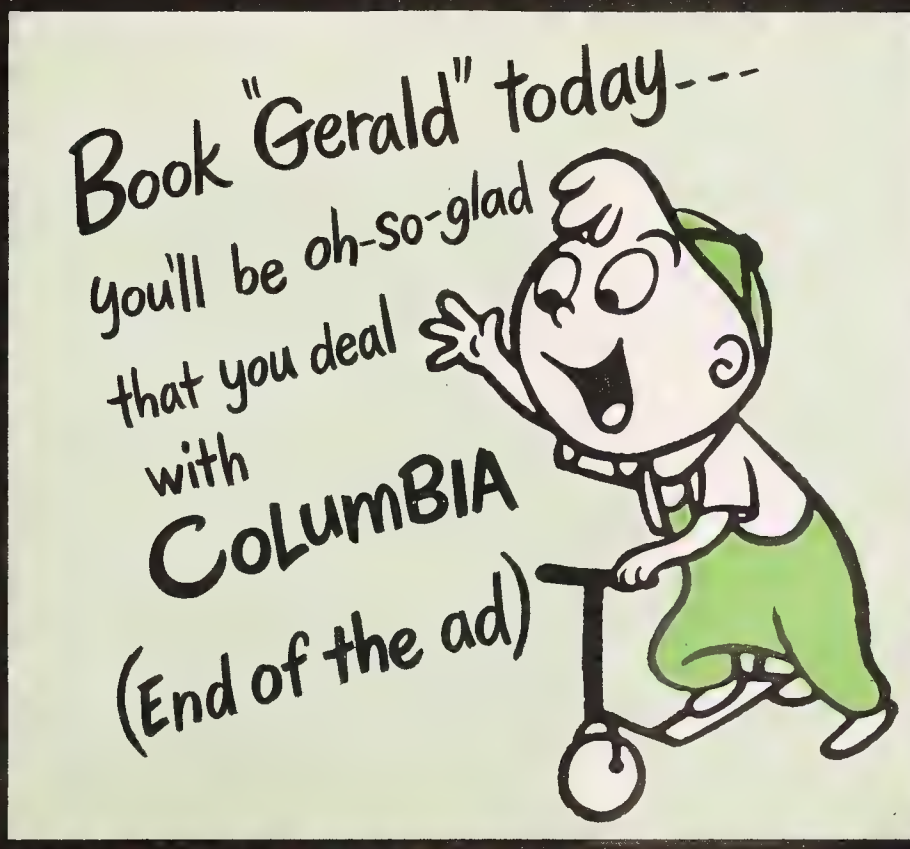
3. He just got a write-up in Life Magazine
A plug for a short like no man's ever seen.



4. Still not convinced? Want more of the same?
With pride, we can point to the critics' acclaim.



5. Wherever he goes, he's a wow, he's a pip.
Good showmen everywhere should take this tip!



"GERALD McBOING BOING" IS A ONE-REEL SHORT SUBJECT, ONE OF THE "JOLLY FROLICS" AND "MR. MAGOO" SERIES · PRODUCED BY UNITED PRODUCTIONS OF AMERICA AND GLEEFULLY DISTRIBUTED BY COLUMBIA

'IA'-SOPEG

(Continued from page 1)

had been withheld at Paramount.

IATSE's H-63, long-time jurisdictional rival of SOPEG, announced yesterday through its executive vice-president, Russell M. Moss, that it would call for an NLRB election at Paramount. H-63 claims that over 200 former SOPEG workers at Paramount have signed statements indicating preference for the "IA" union. Moss said the NLRB's action yesterday could be interpreted as applying to other SOPEG strongholds, such as at 20th Century-Fox and Loew's. He hinted that his union would contest SOPEG's jurisdiction at those localities as well as at Paramount.

"Without Prejudice"

The Board denied the SEG motion "without prejudice to the filing of new petitions at an appropriate time." This statement was accepted by the "IA" local as a virtual invitation to challenge its rival at Paramount.

The dispute arose when the UOPWA, SEG's parent outfit, merged into the new Distributive, Processing and Office Workers of America. It asked that it be given the old Screen Publicists Guild certification. IATSE and 143 individual employes challenged SEG's jurisdiction, claiming UOPWA had lost its identity in the new set-up and that SEG should not be recognized.

The Board's action said that in view of the objections and in view of the length of time elapsed since the certification, it would not transfer the certification. It made it plain, however, that this was without prejudice to the SEG's right to seek a new election, or that some other group could seek such an election. What the Board in effect said was that the SEG hadn't convinced it that the union had maintained its identity in the new set-up enough to warrant a transfer of the certification.

Praises Results of "Monogram Week"

HOLLYWOOD, Feb. 5. — Monogram president Steve Broidy said today that bookings indicate "Mongram Week" will more than double the average weekly billings of any similar period during the company's history. Broidy said, "On behalf of the entire organization I wish to thank circuit operators and independent exhibitors for their fine cooperation."

Kalmine Betrothal

Joan Adrienne Kalmine, daughter of Mr. and Mrs. Harry M. Kalmine, will be married on Saturday to Daniel Norton Paradies, son of Mr. and Mrs. I. Jacob Paradies of Atlanta, in the Hotel Plaza, New York. The ceremony will be performed by the Rev. Dr. Julius Mark of Temple Emanu-El. The bride will be given in marriage by her father, who is president and general manager of Warner Theatres.

Okays 'Obstruction' Bill

BOSTON, Feb. 5.—A bill requiring the printing of the words "Obstructed View" on tickets for sports and other places of entertainment, if seats are behind poles or other obstructions, was approved Friday by the Joint Legislative Committee on Mercantile Affairs.

US Asks No Ticket Tax Boost

(Continued from page 1)

istration plans to drain $10,000,000,000 more of U. S. income off in taxes means there will be that much less to spend for amusement. To this extent, the tax program is bad news for the industry.

Also, of course, individuals and corporations in the industry will have to bear the tax increases proposed for all individuals and corporations.

Fnally, one specifice Administration proposal might have some very slight damaging effect on drive-in theatre business—a recommendation that the Federal excise tax on gasoline be boosted from one and one half cent a gallon to three cents a gallon.

Snyder pointed out that the taxes on amusements are already 20 per cent and suggested that consumer durables are lagging way behind and should take the brunt of the tax increase.

A table submitted to the Committee by Snyder showed that a greater portion of consumer expenditures on recreation are subject to Federal excise tax than of any other type of consumer spending. The table showed that 52.1 per cent of spending on recreation was taxed.

Congress Action Doubtful

The fact that the Administration has not proposed a boost in the admission tax makes the odds very long that Congress will not vote one. It is considered very doubtful that Congress will go beyond the Administration.

There is considerable sentiment, in Congress, however, for a sales tax. The Administration did not specifically mention this, and Snyder ducked questions on it. However, his prepared statement implied that such a tax would not be too successful, declaring that the amount of consumer purchases now outside the tax base "do not on the whole represent a promising source for additional excise tax revenue."

Snyder proposed that individual income taxes be increased all along the line by four percentage points. He suggested that corporation income taxes go up eight points, to 33 per cent on incomes under $25,000 and to 55 per cent on incomes over $25,000. This would raise the effective rate on excess profits to 85 per cent. Also he said the ceiling on corporate taxes would have to go up to 70 per cent.

The income tax boosts should be retroactive to Jan. 1, Snyder said.

The Treasury also asked for tighter treatment of long-term capital gains—a boost in the effective maximum rate from 25 per cent to 37½ per cent, and a holding period of at least one year as against the present six months.

Athanasia Skouras Wed

The marriage of Athanasia George Skouras, daughter of Mr. and Mrs. George P. Skouras, to Martin Sweeny, Jr., son of Mrs. Martin Sweeny, and the late Mr. Sweeny, took place Saturday at the Church of the Resurrection in Rye. Rev. B. Del Negro of St. Vito's Church in Mamaroneck, performed the ceremony, and Rt. Rev. Monsignor John McGowan, pastor of the Church of the Resurrection, presided. The bride was given in marriage by her father, George P. Skouras, head of Skouras Theatres and of United Artists Theatre Circuit.

Arbitration Not on Allied Board Agenda

Washington, Feb. 5. — The chances of Allied States Association taking any action for an industry arbitration system became more remote today when it was learned that all suggestions for items to be discussed at the coming Allied board meeting have come in from directors and that not a single member has proposed including arbitration on the agenda.

Allied General counsel Abram F. Myers pointed out that any director can move to put arbitration on the agenda during the meeting, Feb. 15-16, but he significantly added that "any other member, of course, can move to table." At previous Allied board meetings, discussion of arbitration has been tabled.

Allied Plan

(Continued from page 1)

ing they needed more time to study the proposals, and that he felt this a reasonable request in view of the many people in each company who have to be consulted on such a proposal.

Myers refused to comment on the reaction from the Justice Department, which also received a copy of Allied's proposed changes in the competitive bidding rules.

Palisades Studio on L. I. Set to Operate

HOLLYWOOD, Feb. 5.—Palisades Productions, new partnership firm of Marion Parsonnet and Edward Lewis, whose "Run for the Hills" will start here on March 1, has completed construction of a three-stage New York sound studio on Long Island where it will make 132 15-minute TV subjects starring Faye Emerson.

The TV films will be made for Pepsi-Cola, and under the deal with that company writer-director Parsonnet and producer Lewis are free to turn out an unlimited number of commercial television and regular theatre features and shorts. While the initial TV activity will be concentrated in New York, production facilities already are established in Hollywood.

Roxy-Union Sign Pact

A new two-year contract has been signed by the Roxy Theatre here and the American Guild of Variety Artists covering working conditions of chorus dancers and ice skaters employed at the theatre. Salary increases and adjustments in working conditions are provided in the pact.

38 New AMPA Members

Thirty-eight new members will be presented at Thursday's closed meeting of the Associated Motion Picture Adverstisers, to be held here at Trader Tom's Restaurant.

Anti-Drinking Bill Pends

INDIANAPOLIS, Feb 5.—A bill making it illegal to take alcoholic beverages of any kind into drive-in theatres is pending in the Indiana legislature.

COMPO-Tax

(Continued from page 1)

Barron, Oscar Doob, Jack Bryson, Morton Sunshine, Rotus Harvey, Marvin Faris and Jay Emanuel.

"The results of their work are a shining example of what can be done by concerted industry action," Mayer added.

In Washington, Myers, general counsel of Allied States, said he was "very much gratified" that the Administration was not seeking any admission tax increase because the 20 per cent admission tax is high enough now.

Myers said he felt "it is largely the result of the impression made and the good will gathered during the long campaign last winter."

Sullivan Gratified

Sullivan who last week foresaw the threat of an additional Federal levy which would bring the tax to 30 per cent, also expressed gratification that his fears were not realized. He urged, however, that COMPO "for educational purposes" form a new taxation and legislative committee and thereby obviate possible addition of Federal levies later on. The committee, he held, could supervise the making of short subjects which would apprise the public of the tax load now being carried by admissions and urge patrons to be on guard against possible increases.

Snyder's exempting of admissions in his tax message signified that the government regards films as a "strong arm of communications," Sullivan maintained.

Two More TOA Units Okay Compo Changes

Two more Theatre Owners of America regionals — in Texas and New Mexico—have signified acceptance of the new organizational structure of the Council of Motion Picture Organizations. This brings to eight the number of TOA units which have approved the new COMPO set-up.

Reporting this here yesterday, Gael Sullivan, TOA executive director, said he believed virtually all of the remaining 20 regionals will have signified approval by the end of the month. Two, however, are scheduled to vote on the change at meetings scheduled for March.

Wiesenthal Becomes RKO Producer

HOLLYWOOD, Feb. 5.—Sam Wiesenthal, who with W. R. Frank formed Olympic Productions which produced "Cry Danger," has been signed by Howard Hughes to a producer's contract at RKO Pictures.

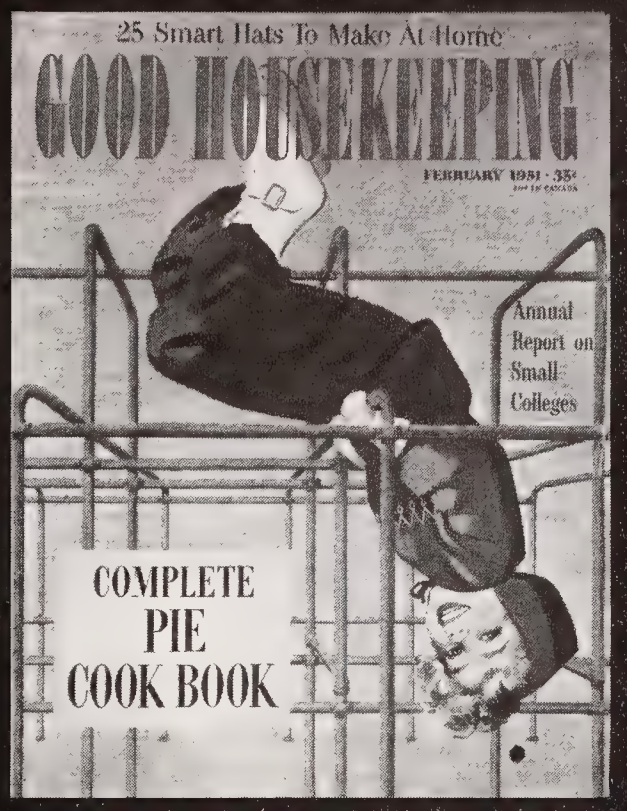
After functioning as a sales executive in film distribution, Wiesenthal came to Hollywood as a member of the story department at Universal. Later, as general manager of General Service Studios, he was associated with various independent operations.

Secures Three Features

Jack Berkson, president of Screencraft Pictures, has secured three Pine-Thomas features, "Power Dive," "Forced Landing," and "Flying Blind," all formerly released by Paramount Pictures.

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—San Francisco Critics Circle

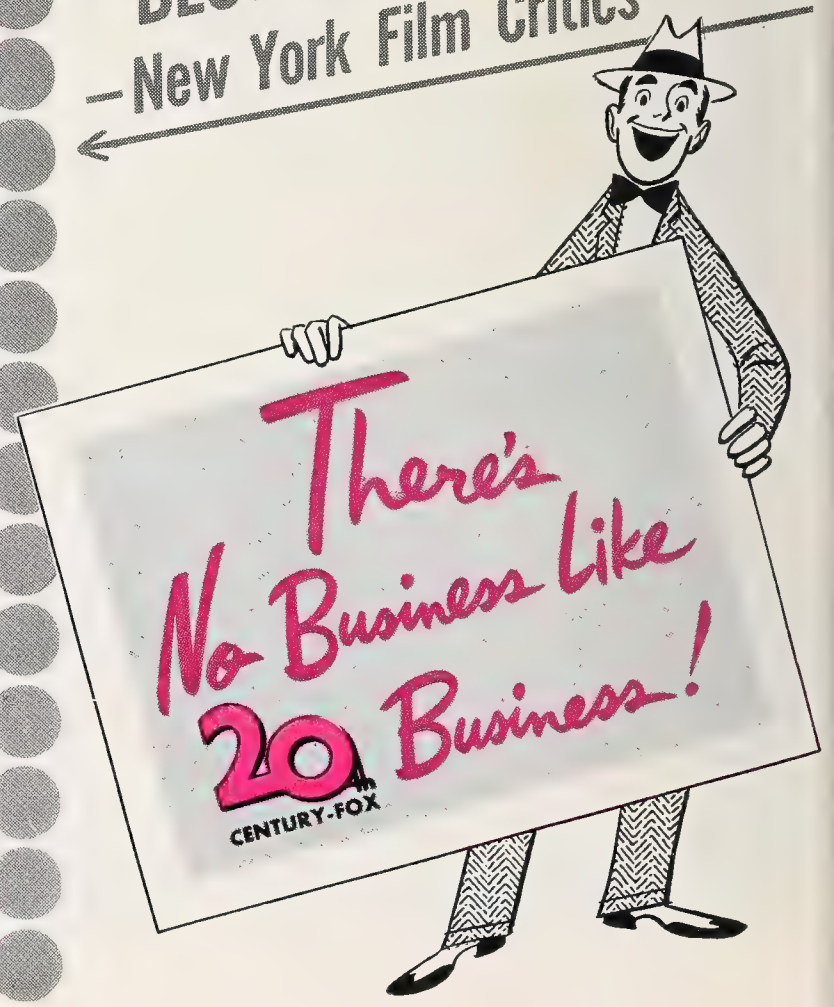
—Cleveland Critics Circle

—Saturday Review of Literature

—Bill Leonards CBS Public Poll

"BEST PICTURE!"
"BEST ACTRESS!"
"BEST DIRECTOR!"

—New York Film Critics



BROTHERHOOD—FOR PEACE AND FREEDOM
Believe It! Live It! Support It!
Brotherhood Week—Feb. 18-25, 1951

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 69. NO. 26 NEW YORK, U. S. A., TUESDAY, FEBRUARY 6, 1951 TEN CENTS

Congress Told Admission Tax Is 'High Enough' Now

Treasury Secretary Snyder, in Tax Message, Says No Increase Sought Now; Proposes a 25 Per Cent Excise Tax on Television Sets

By J. A. OTTEN

WASHINGTON, Feb. 5.—Secretary of the Treasury Snyder told Congress today that he feels that the 20 per cent admission tax is high enough for now and that the Treasury does not seek any boost in this tax at present.

Opening hearings before the House Ways and Means committee, Snyder filled in the details of the President's program of raising over $10,000,000,000 a year in new Federal revenue.

Two other taxes highly important to the film industry would also be left unchanged in the Administration's program, the 25 per cent manufacturers excise on photographic apparatus and 15 per cent manufacturers levy on rawstock.

In fact, the industry fared quite well throughout the program. Not only were its own taxes left off the list marked for increases, but its biggest competitor, television, was nominated for a sizeable tax boost. The Administration urged that Congress increase from 10 per cent to 25 per cent the manufacturers excise on television sets, radios, phonographs and records.

The film industry would also be aided by new 20 per cent excises on rates for bowling alleys, billiard tables and golf green fees. Treasury officials said there had been complaints from theatre owners that the present very low tax on bowling alleys and billiard tables (only $20 a year per alley or table), and the tax-free status of golf fees constituted unfair competition for the film industry. They said the new taxes on these items plus the stiff TV tax would "help equalize the competitive situation in the entertainment field."

Of course, the fact that the Admin-

(Continued on page 10)

'IA'-SOPEG Strife Flames Anew in N. Y.

NLRB Action on Issue At Para. Opens Contest

Action taken in Washington yesterday by the National Labor Relations Board relative to Screen Employes Guild's control over Paramount's home office "white collar" workers appeared certain to set off a broad scale jurisdictional "war" involving Screen Office and Professional Employee Guild on the one hand and IATSE Home Office Employes Local No. H-63 on the other.

The NRLB threw out SEG's motion for dismissal of a board order that the union prove that it had not lost its identity by joining the Distributive, Processing and Office Workers of America. The NLRB had required the proof in order to release to the SEG (now SOPEG) the certification which

(Continued on page 10)

NPA Rejects 13 Appeals

WASHINGTON, Feb. 5.—The National Production Authority today turned down 13 "hardship" appeals for permission to build and remodel theatres outside its building construction ban and approved 10 others.

This was the largest number of appeals yet acted on by NPA, and also the first time that turndowns exceeded approvals, indicating a tightening in NPA policy. Several of the denials were for large projects, likely to use large quantities of scarce materials. However, some large theatres were approved, indicating size is not the only factor being considered.

NPA officials again denied that there

(Continued on page 6)

Protests Pirating of Third Film by Reds

WASHINGTON, Feb. 5.—The Motion Picture Association has protested to the State Department on the unauthorized showing in the Soviet Union of still another American film, the third

(Continued on page 6)

Clear Skies Revive NY Grosses; Roxy Big with 'Mister'

Snow and icy conditions hit attendance at Broadway's theatres during the latter part of last week but the skies cleared by Friday evening and business at the weekend was generally good. The conclusion of the first school semester gave high school students free time on Wednesday, Thursday and Friday and many of the hardy youngsters braved the storm to help compensate at box offices for the slow nights.

"Call Me Mister" opened at the Roxy in a near-blizzard, but the picture, aided by Danny Kaye on stage, gave the house $18,000, its biggest opening day in two years—since the last time, in fact that Kaye appeared in person. The show piled up $93,000

(Continued on page 7)

Interest Shown in Allied's Bid Plan

WASHINGTON, Feb. 5.—Distributors are showing interest in Allied States Association's proposals to change the competitive bidding provisions of the Paramount case decrees, but "there's noting definite yet."

That was the word from general counsel Abram F. Myers. He said that most of the companies were say-

(Continued on page 10)

Compo 'Gratified' Over Tax Status; Mayer Cites Work

The Council of Motion Picture Organizations is "naturally gratified that the Treasury's tax recommendations contemplate no new tax burdens on our industry," Arthur L. Mayer, COMPO executive vice-president, declared here yesterday upon being apprised of Treasury Secretary John Snyder's disclosures in Washington.

"For this," Mayer said, "the whole industry can thank the COMPO taxation and legislative committee which did such magnificent work in Washington last spring." He cited the committee members individually: chairman Abram F. Myers, Gael Sullivan, Julian Brylawski, Art Arthur, the late Carter

(Continued on page 10)

Theatres Can Stay Open In Emergencies, CDA Says

WASHINGTON, Feb. 5.—The Civilian Defense Administration today officially declared that it has not recommended that exhibitors close their theatre doors in periods of national emergency.

The Agency admitted that in general it does not want the public to gather in large numbers in any area or building when an enemy attack is likely to come within a matter of hours. However, officials made it plain that this was true for all public buildings, not only theatres, and that

(Continued on page 7)

Loew's Option Plan Up to Stockholders

Election of 11 directors and voting on a plan under which six key executives will receive options on a total of 250,000 shares of common stock will be the principal business at Loew's annual stockholders meeting here on March 15. Part of the stock option plan includes extension of existing

(Continued on page 3)

Shift Divisions in Loew's Realignment

A realignment of out-of-town circuit divisions of Loew's Theatres was made at a meeting of division managers held here over the weekend, it was announced yesterday by Joseph

(Continued on page 3)

Personal Mention

ERIC JOHNSTON will deliver the keynote speech of "Brotherhood Week," in a special Coast-to-Coast broadcast over ABC on Feb. 18.

•

MAURICE A. BERGMAN, Universal home office executive, will address a Publicity Club luncheon in Chicago on Thursday and on Saturday he will be guest speaker at the annual Variety Club dinner in Cincinnati, at which VANCE SCHWARTZ will be re-installed as chief barker.

•

MONTAGUE SALMON, managing director of New York's Rivoli Theatre, has received Cuba's highest honor, the Order of Merit Carlos Manuel de Cespedes, "in recognition of outstanding services toward inter-American understanding, friendship and solidarity."

•

HARRY M. WARNER was host at a luncheon at Warner Brothers Coast studio recently honoring Ireland's Ambassador to the United States, JOHN J. HEARNE.

•

JACQUES GRINIEFF, independent film distributor, returned to New York yesterday from the Coast where he met recently with MARY PICKFORD and CHARLES CHAPLIN on the United Artists situation.

•

A. A. COLLINS, musical director for Imperadio Pictures will arrive here today from Europe aboard *S. S. Queen Mary*.

•

DICK SHEIL, motion picture representative of *Good Housekeeping* magazine, has delayed his New York-to-Hollywood trip until the week-end.

•

AL LOWE, general manager of United Artists' foreign department, and MRS. LOWE will celebrate their 25th wedding anniversary today.

•

F. J. A. MCCARTHY, Universal Southern and Canadian sales manager, is due to leave here today for New Orleans.

•

JOHN F. JONES, who operates the Neil Theatre, Cincinnati, recently celebrated his 81st birthday.

•

SYD GROSS is in St. Louis from New York on business. He will return in about two weeks.

•

BENEDICT BOGEAUS is in New York from Hollywood for conferences with Eagle Lion Classics executives.

•

JULES LAPIDUS, Warner's Eastern and Canadian sales manager, left New York yesterday for Philadelphia.

G. M. Montanini, 71

LONDON, Feb. 5.—G. M. Montanini, 71, veteran British exhibitor of Manchester, who was general manager of the H. D. Moorhouse circuit of 48 theatres, died recently.

Insider's Outlook

By RED KANN

THERE was the genuine flavor of the man-bites-dog routine in Iz Rappaport's boost of "Born Yesterday" via paid space in MOTION PICTURE DAILY and *Motion Picture Herald* last week. Columbia has been recording the reverberations ever since and never had a happier chore.

By this time everyone is familiar with telegrams from excited exhibitors to excited sales managers reporting performance on one attraction or another. It is a standard form of advertising.

Not so in Rappaport's case.

■

He wrote the copy, and ordered, inserted and paid for the space. Moreover, he did so under his own reconnaisance because, as he told the world, "Suddenly I'm a happy guy."

Why? Because the seats in his Town Theatre in Baltimore were now in regular contact with the customers. They haven't been empty for three weeks and, if all goes well, won't be for two more, at least. "I know that gloom sometimes gets so thick you can't cut it with a knife. Now I know what to cut it with," he said in paid space. "You cut it with a little dilly called 'Born Yesterday.' That's all, brother. Just 'Born Yesterday.'"

■

Others are sharing Rappaport's pleasure, it's a pleasure to be able to report. Not within the easy memory of contemporary man, or approximately thereof, is a parallel of the experience of the RKO Orpheum in New Orleans where this attraction is now in its third week and yesterday voted in a fourth. At the Victoria, New York, the run is in its seventh stanza. Ditto at the Pantages in Hollywood. The Orpheum in San Francisco already has logged a fifth.

Television or no television, an attraction remains an attraction.

■ ■

Paramount, and a flock of exhibitors, is in the dead center of an exhilarating experience, too, with "At War with the Army." This stars Dean Martin and Jerry Lewis, was produced by Abner Greshler and acquired by Paramount. Now rolling toward the end of its second week at the Broadway Paramount, this war comedy did an astonishing $19,149 last Saturday.

Scurrying through records, the Paramount boys are hunting feverishly for yardsticks. They say the best they've been able to do is to compare their current excitement with their best grossing black-and-white film of the last decade. Credit part of this to understandable enthusiasm and the rest of it to finger-snapping in the face of facts which include a little job released in 1944. "Going My Way" was its title.

When you cut through some of the hurrahs, you find the comparison is more in line with "The Paleface," which did about $4,500,000 in the United States and around $5,000,000 if you add Canada.

■

Since every distributor keeps graphs, charts and has a way of drawing an accurate bead on final tallies on the basis of performance in the early weeks of release, Paramount's computation machine comes up with the forecast that "At War with the Army" will do a domestic gross of about $4,000,000, provided—

Provided, the attraction maintains its established pace. Even Paramount won't guarantee that.

Services Wednesday For Alfred A. Cohn

HOLLYWOOD, Feb. 5.—Funeral services will be held here on Wednesday afternoon at Hollywood Cemetery Chapel for Alfred A. Cohn, 71, who died Saturday night following hospitalization for a heart attack suffered a month ago.

The retired screenwriter, whose screenplay for "The Jazz Singer" won the first Academy Award ever given for screen writing, had recently completed a book covering Hollywood history from the start of production here to the present.

He served as U. S. Collector of Customs for the Port of Los Angeles, in 1935-1939 and later was president of the Los Angeles police commission for several years. Before taking up screen writing as a profession, in which he turned out approximately 100 scripts, Cohn had a journalistic career on Metropolitan newspapers. A son and two daughters survive.

John Nickel, 73

BALTIMORE, Feb. 5.—One of Baltimore's oldest showmen is dead. John (Hon) Nickel, 73, was buried here on Saturday, having died from a heart attack. He was the owner of the Gayety Theatre, intermittently a burlesque and a film-house.

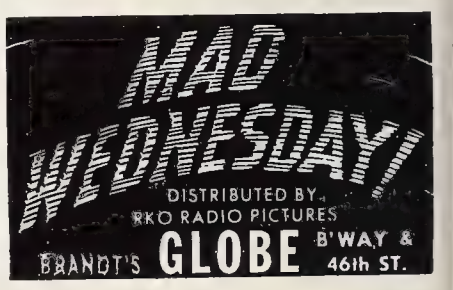
Coming Events

Feb. 6—Allied Independent Theatre Owners of Wisconsin regional meeting, Hotel Lorraine, Madison.
Feb. 8—Associated Motion Picture Advertisers luncheon - meeting tribute to Harry A. McWilliams, AMPA president, Trader Tom Restaurant, 12:30, New York.
Feb. 8-9—National Theatre Supply district sales meeting, Hotel Hollander, Cleveland.
Feb. 10—Edison Pioneers anniversary luncheon, Hotel Astor, New York.
Feb. 14—Cinema Stamp Collectors meeting, Hotel Astor, New York.
Feb. 14—Allied States Association Caravan Committee meeting, Statler Hotel, Washington.
Feb. 15-16—Allied States Association board of directors annual mid-winter meeting, Statler Hotel, Washington.
Feb. 18-25—"Brotherhood Week."
Feb. 28—Cinema Stamp Collectors meeting, Hotel Astor, New York.
March 14—Allied Rocky Mountain Independent Theatres directors meeting, Denver.
March 14—Cinema Stamp Collectors meeting, Hotel Astor, New York.
March 18-20—Theatre Owners of Oklahoma annual convention, Biltmore Hotel, Oklahoma City.
March 22—Academy of Motion Picture Arts and Sciences 23rd annual presentation of awards, RKO Pantages Theatre, Hollywood.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
Joan Fontaine - Joseph Cotten
in Hal Wallis' Production
"SEPTEMBER AFFAIR"
A Paramount Picture
Plus
SPECTACULAR STAGE PRESENTATION





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National Pre-Selling

PARAMOUNT'S "The Mating Season" has been chosen as "The Picture-of-the-Month" by *Seventeen* magazine and will be so announced in the March issue to coincide with the release of the picture. All branches and field representatives have been alerted by Max E. Youngstein, in charge of Paramount's national advertising and exploitation, to use the award as ammunition in their publicity campaigns.

•

Some 250 radio stations from Coast to Coast will give a full program plug to 20th Century-Fox's "Of Men and Music," timed to the film's opening playdates. Plugs will be heard on the "Music You Want" program. The program is sponsored by RCA-Victor and is expected to reach an audience of 7,200,000 classical music lovers throughout the country.

•

Special radio transcriptions for 20th Century-Fox's musical, "Call Me Mister," are now available at no cost to exhibitors for saturation exploitation. The recordings make use of a humorous personal recommendation by Jack Benny in his familiar voice and film-plugging lyrics sung by a quintette to the picture's title tune. A special trailer featuring Benny has also been made. Full details of trailer and radio transcriptions are contained in the pressbook.

•

20th Century-Fox's "Follow the Sun" has been chosen as "The Picture of the Month" for April by *Coronet*, making it the fifth of the company's films to be so honored in six issues of the magazine. Others cited in recent months were: "Panic in the Streets," "Mister 880," "All About Eve" and "Fourteen Hours."

•

A large-scale merchandising tie-up between 20th Century-Fox, California Girl, Inc., and Cohama Fabrics will see "I Can Get It for You Wholesale" promoted in cities and towns from Coast to Coast.

Both fabric companies are manufacturing dresses which were designed by Charles Le Maire for use in the film. The dresses, worn in the picture by Susan Hayward and Marion Marshall, will be introduced by one leading store in each city throughout the country, with the tie-up to be supported in local situations by special newspaper mats, hangtags and window displays. The promotion, which will coincide with the picture's national release in mid-April, will be launched in New York by Gimbel Brothers.

•

Window displays in more than 40 jewelry stores throughout the Metropolitan area are helping plug Paramount's "At War with the Army," currently doing record business at the Paramount Theatre, according to Max E. Youngstein, Paramount advertising and publicity vice-president.

Basis for the displays, which feature counter cards inside the stores as well as stills of stars Dean Martin and Jerry Lewis, and playdate credits in windows, is a nationwide tieup effected by Paramount with the Benrus Watch Co.

—WALTER BROOKS

12½% of Gross to British Producers Under Eady Plan

LONDON, Feb. 5.—British producers of feature pictures will be given 12½ per cent of the gross of their pictures in succeeding quarterly periods beginning Oct. 1, last, under the proposed distribution system being set up for the administration of the so-called Eady production pool tax.

This was confirmed today at a meeting here of members of the British Film Producers Association and others. American producers will not share in the pool although exhibitors will pay a levy of one farthing per seat into the pool even when their programs consist only of American pictures.

Producers of documentaries and short subjects will get two and one-half times the percentage taken by feature producers. Any balance remaining in the pool at the end of any given quarter, will be distributed on a similar, pro rata basis.

Following today's meeting the plan is to be submitted to Harold Wilson, president of the Board of Trade, for his formal approval, which is assured.

On the basis of current business volume at Britain's theatres, the Eady production pool promises to be enriched by at least £1,250,000 ($3,400,000) during its first year of operation. That would provide a producer, under the provisions of the pool distribution, with an additional £20,000 ($56,000) net during the released run of any of his successful pictures.

Loew's Option Plan

(*Continued from page* 1)

contracts with Loew's of the six executives involved.

Confirmation that Loew's has entered into negotiations for a consent decree with the government was also contained in the proxy statement mailed yesterday to stockholders.

Schenck Urges Plan

Approval of the stock option plan was urged by Nicholas M. Schenck, president, in a letter accompanying the statement. As previously reported, the directors on Jan. 17 voted options to the following: Dore Schary, production vice-president, 100,000 shares; Arthur M. Loew, president of Loew's International, 40,000 shares, and vice-presidents Benjamin Thau, Joseph R. Vogel, Charles C. Moskowitz and Louis K. Sidney, 27,500 shares each. Purchase price will be the price of the stock on Jan. 17, $16⅞ per share.

Contingent on approval of the plan, contracts of the executives will be extended as follows: Schary, exclusive services, from July 26, 1955 to Jan. 17, 1958; Loew, from March 1, 1955, to March 1, 1958; Thau, from March 1, 1954 to Jan. 17, 1958; Vogel, from March 1, 1954 to March 1, 1958; Moskowitz, from March 1, 1954 to March 1, 1958, and Sidney, from March 7, 1954 to Jan. 17, 1958.

Eleven Directors

The 11 directors nominated for reelection by the company are: Leopold Friedman, F. Joseph Holleran, Eugene W. Leake, Moskowitz, William A. Parker, William F. Rodgers, J. Robert Rubin, Schenck, Vogel, David Warfield and Henry Rogers Winthrop.

Compensation paid in 1950 to the eight directors who are also officers of the company is listed in the statement as follows: Friedman, $130,357; Edgar J. Mannix, $159,036, plus $43,571 additional based on profits; Louis B. Mayer, $156,429 plus $143,571 based on profits; Moskowitz, $156,429; Rodgers, $114,714; Rubin, $104,286 plus $110,614 based on profits; Schenck, $130,357 plus $94,411 based on profits; Vogel, $156,429.

In addition to the above salaries, sums ranging from $20,691 to $55,355 were paid into the company's retirement plan. Rubin's aggregate compensation last year exceeded the previous year by $49,023. The company has deposited in escrow $78,000 for Rodgers, from which he, under terms of his contract, receives $1,739 monthly.

US Planning Bond Drive; Has Big Role for COMPO

The U. S. Treasury Department, contemplating a new emergency bond drive, is counting on all-out cooperation from motion picture theatres in that connection, it was revealed here yesterday by Robert W. Coyne, special counsel of the Council of Motion Picture Organizations.

Coyne, who from 1941 to 1945 was national field director of the Treasury's War Finance Division, recently conferred in Washington with Secretary of the Treasury John Snyder, Attorney-General J. Howard McGrath and other key government officials. From these he learned that for the time being the government will not require any special services from theatres or from the film industry at large in connection with the emergency effort which has arisen out of Korea.

However, Coyne indicated, before the end of spring COMPO doubtlessly will be approached for commitments in line with a forthcoming bond drive. He added that the drive itself may not be set in motion until 1952, but the role which the industry would play in that effort might have to be crystalized by next autumn.

Loew's Realignment

(*Continued from page* 1)

R. Vogel, theatre operations vice-president.

Martin Burnett, with headquarters in Columbus, will now have charge of Pittsburgh, Columbus, Dayton, Indianapolis, Louisville and Evansville. Mike Cullen from headquarters in St. Louis, will handle Kansas City, Houston, New Orleans, Nashville, Memphis and Atlanta. The Southern cities had been supervised by Allan Sparrow, who died recently.

Frank Murphy, with headquarters in Cleveland, will also handle Akron, Canton and Toledo.

Amusement Rates Raised

COLUMBUS, O., Feb. 5.—The Columbus *Citizen* has advanced its amusement rate one cent, bringing up the rate to 23½ cents per line.

Wisconsin AITO Will Meet Today

Milwaukee, Feb. 5.—The first regional meeting of the year to be held by the Allied Independent Theatre Owners of Wisconsin will open at the Hotel Lorraine at Madison tomorrow.

Highlighting the agenda will be a clinic featuring "Film Buying on Today's Market and the Proper Booking of Product." Exploitation and marketing of product will also be discussed from the floor.

Skouras Host at Red Cross Lunch

Admiral William F. Halsey delivered the major address at a luncheon given here yesterday for leaders of the film industry by Spyros P. Skouras, chairman for the motion picture division of the 1951 Red Cross campaign. Under discussion was possibility of a collection drive in theatres. ITOA and MMPTA of New York indicated support.

Among those in attendance at the luncheon, at the Metropolitan Club, were: Al Schwalberg, Max Youngstein, Leonard Goldenson, Charles Reagan, Robert Mochrie, S. Barret McCormick, Leon Bamberger, Harry Goldberg, Abe Schneider, Robert S. Benjamin, Herman Robbins, Ed Morey, Spyros P. Skouras, Jr., William A. White, A. J. Balaban, Russell V. Downing, Harold Rinzler, Frank Damis, Edward Rugoff, Leo Brecher, Sam Rosen and Lou Gamble.

Guest of honor was Corporal Harry Smith, a wounded American-born Chinese veteran of the Korean campaign.

Truman to Speak at Red Cross Rally Here

A mobilization rally to be held in Madison Square Garden Feb. 27, will officially open the March Red Cross 1951 appeal.

The rally staged by Ed Sullivan and Marlo Lewis producers of the CBS-TV program, "Toast of the Town," will be climaxed by an address by President Harry S. Truman speaking from Washington.

Three networks, CBS, NBC and ABC already have cleared the air for TV coverages.

Burstyn Hits Regents Authority in Brief

John C. Farber, attorney for Joseph Burstyn, Inc., has filed with the special subcommittee of the New York Board of Regents the brief he indicated he would submit by yesterday in connection with the subcommittee's inquiry into whether the license for Burstyn's "Ways of Love," including the controversial "The Miracle," shall be revoked.

Farber's office here revealed that the attorney took in the brief the same stand he took on earlier occasions, namely, that neither the Regents nor the subcommittee have the authority to take steps to revoke the license, which was granted by the Motion Picture Division of the State Education Department.

GROSSES ARE UP—

AND FLAGS ARE UP TO CELEBRATE . . . FO

Paramount Now Has On The Nation's Marq

DEAN **MARTIN** JERRY **LEWIS** IN

AT WAR WITH THE ARMY

Held over everywhere in record runs! N. Y. Paramount set 24-year non-holiday week high at regular prices.

BING CROSBY IN **MR. MUSIC**

Best Crosby business in years—as it rides crest of terrific promotion from Bing's 20th Anniversary.

JOAN **FONTAINE** JOSEPH **COTTEN** IN

HAL WALLIS' PRODUCTION

SEPTEMBER AFFAIR

Watch the results of the premiere engagement of this great woman's picture now at Radio City Music Hall.

es Its Biggest Money Product Since 1946 ...

ALAN LADD IN BRANDED

COLOR BY TECHNICOLOR

It has left "Whispering Smith" grosses far behind in many situations —to become one of '51's leaders.

THE GREAT MISSOURI RAID

COLOR BY TECHNICOLOR

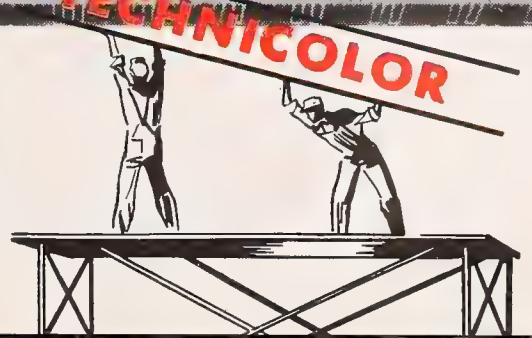
First few hundred engagements reveal this trend: It is boosting business on average of 40% over normal.

... And look what's coming next:

CECIL B. DeMILLE'S

SAMSON AND DELILAH

COLOR BY TECHNICOLOR



Then the comedy sensation

THE MATING SEASON

BOB HOPE in

THE LEMON DROP KID

—and lots of other exciting marquee merchandise from PARAMOUNT

BROTHERHOOD WEEK—February 18-25 Brotherhood—for Peace and Freedom. Believe it! Live it! Support it!

Rank Background Photo Process A Hit at Showing

By PETER BURNUP

LONDON, Feb. 5.—The J. Arthur Rank Organization, owner of a new photography process known as Travelling Matte, which it claims to be a highly significant technical advance, gave a brief trade demonstration of the process here. Observers, both technical and laymen, left the demonstration favorably impressed.

Basically, the new process aims at replacing back projection in the reproduction of large-scale exteriors. It enables one scene to be printed on top of another without, it is claimed, ghosting or unnatural edges, so that the two scenes blend into one sharp picture. It is said to be the result of five years of intensive research and experiment and already has been used in a number of Rank-produced pictures, in Sir Alexander Korda's recently completed "Cry the "Beloved Country," and in 20th Century-Fox's production at Denham of the James Stewart-Marlene Dietrich film, "No Highway."

The process uses a special beam-splitter camera which records on two rolls of film at once, one making a normal image and the other a pure silhouette. The background to the picture is later combined with the two rolls of film in the laboratory and the whole is then "married" into a finished composite, for which extraordinary clarify and depth of focus are claimed.

Seen as Time Saver

Among its advantages are said to be a saving of studio space and the reduction of setting-up time. The stage space used is only that required by the foreground action, plus about 15 feet behind for backing and lighting equipment.

Also claimed for Travelling Matte is its post-shooting control of a composite picture. The plate for a background may be replaced by a new one. Alternatively, it can be shot after the foreground action has been recorded. The balance between the foreground and background is said to be completely controllable in the laboratory processing. Also, it is said, the method completely obviates the smudgy, dark grey which develops in normal back-projection treatment of night scenes.

Special camera and lighting devices are involved. Processing of the film can, to date, be carried out only in Rank's Denham laboratories. Experiments are now in process for Travelling Matte's development in color.

Wolff, Thorpe Due Here from London

Robert S. Wolff, RKO Pictures managing director for Britain, is scheduled to arrive here from England today on the *S.S. Queen Mary* for a six weeks home office visit. Wolff is on his annual visit to the home office and probably will go to Hollywood before returning to London.

Also due here from London is Max Thorpe, Columbia's British managing director, whose previously scheduled departure from London was delayed by an attack of the flu.

Reviews

"Royal Wedding"

(Metro-Goldwyn-Mayer)

THE FAMILIAR musical format is given a resplendent treatment in M-G-M's "Royal Wedding." The gilt Technicolor production is generous in its song, dance and production numbers, joyously breaking into them at almost every turn. At other times, a merry, featherweight tale is spun about a brother-sister dancing team that goes to London to perform during the season of the royal wedding and encounters romance along the way.

Wing-footed Fred Astaire plays the brother and Jane Powell the sister, while capable support comes from Peter Lawford, Keenan Wynn and Sarah Churchill in her American debut. The picture shapes up as a solid audience pleaser.

Astaire, in the story and screenplay concocted by Alan Jay Lerner, plays a performer pretty much set in his gay, bachelor ways, while his sister, Miss Power is romantically inclined, but too dedicated to her art to take a boy seriously. En route to London, however, things start to change. She meets Lawford, a handsome young lord, and presently falls in love with him. In London, Astaire chances upon Miss Churchill, a dancer, and cupid strikes another hit with his arrow. After a series of minor romantic adventures it gets to a point where both brother and sister really want to get married but somehow they decided that careers are more important. The decision against the heart's impulse doesn't last very long for the team. They behold the royal wedding (presumably Princess Elizabeth's), and decide to do likewise.

Wynn, playing a dual role of twin brother, is a hilarious hit. He doubles as an American and British theatrical agent, investing both roles with robust comedy.

One dancing number, marked for novel effect, has Astaire strutting his stuff on the ceiling and walls. All production numbers sparkle with a breezy freshness that contributes to a relaxed atmosphere. Miss Churchill has an interesting dramatic face that would suggest accomplished acting ability, although her role, regrettably, is not a histrionically demanding one. Arthur Freed produced and Stanley Donen directed.

Running time, 93 minutes. General audience classification. Release date, March 23.

MANDEL HERBSTMAN

"Spoilers of the Plains"

(Republic)

ROY ROGERS makes life quite uncomfortable for a gang of foreign outlaws who are spotted in "Spoilers of the Plains," an action drama which is par with most predecessors in the Rogers series. On hand to help Rogers in this Edward J. White production are Trigger and a dog. William Witney directed, from Sloan Nibley's story.

Scientists working to develop a long-range weather forecasting service in Western desert country, face Grant Withers, gangster head, who poses as the owner of a small oil company in the area in order to gain access to the inside on the scientific project. To obtain oil he has offered to Penny Edwards, daughter of the chief scientist, Withers taps into Rogers' pipe-line, and then later steals the timing device from an experimental rocket, substituting a time bomb so that the chief scientist will be killed. Rogers discovers the bomb just before it is set to explode and he removes it from the experimental camp site. With the aid of guards and his own assistants, Rogers brings the criminal's career to a sudden halt.

Comedy touches are supplied by Gordon Jones, while Rogers supplies song material, supported by Foy Willing and the Riders of the Purple Sage. Juvenile Western fans will enjoy this film. There is plenty of fighting, some shooting, and a chase that is really something, but there is still a definite lag throughout, because the plot is far fetched. Adults will not be too happy with the result. Others in the cast are: William Forrest, Don Haggerty, Keith Richards, Fred Kohler, Jr., House Peters, Jr., and George Meeker.

Running time, 68 minutes. General audience classification. February release.

36 Features Are in Work on the Coast

HOLLYWOOD, Feb. 5.—The production index has gone up two points, for a total of 36 pictures in work. Eight new pictures were started while six were completed.

Started were: "Slaughter Trail" (Irving Allen Productions), Independent; "Texas Carnival," Metro-Goldwyn-Mayer; "Wild Horse Canyon," Monogram; "Favorite Spy" and "The Greatest Show on Earth," Paramount; "Wells Fargo Gunmaster," Republic; "The House On the Square" and "The Secret of Convict Lake," 20th Century-Fox.

Completed were: "Love Is Better Than Ever" and "Rich, Young and Pretty," Metro-Goldwyn-Mayer; "Ghost Chasers," Monogram; "Here Comes the Groom," Paramount; "Rustlers' Range," RKO Radio; "Ma And Pa Kettle at the County Fair," Universal-International.

Add 15% Tax to Film Duty in Costa Rica

WASHINGTON, Feb. 5.—An agreement between distributors in Costa Rica and the Central Bank of Costa Rica subjects films to usual customs charges plus a five per cent income tax and a 10 per cent exchange surtax, according to a report from the Commerce Department. The extra 15 per cent of taxes are deducted from the gross amounts remittable to the foreign producers, Golden said in his report.

The report estimated that gross income for the city of San Jose alone is about 4,000,000 colones annually (5.67 colones to the dollar), of which about 2,500,000 colones is remitted to foreign producers as rental on films. Of this, U. S. producers get about 1,500,000 colones, Mexican producers about 600,000 and Argentine and European films the remaining 400,000 colones, it was stated.

New Federal Bans On Aluminum Use

Washington, Feb. 5. — The National Production Authority has banned the use of aluminum after April 1 in some 200 non-essential items.

Included are advertising and other signs, soap and lotion dispensers, door frames and windows, venetian blinds, building fronts, and sporting goods.

NPA Appeals

(*Continued from page* 1)

is any tightening in their standards. They declared that the early projects were valid ones and that many of the recent appeals tend to be from people who really haven't got a valid "hardship" case.

The 10 approved projects, according to NPA officials, were these: a new theatre in Salem, Mass., for Buckley and Danzansky; a $15,000 drive-in at Webster Springs, W. Va., for Arden A. Richards; a $15,000 theatre at Athens, Ga., for Abrams and Joel Theatre; repairs and improvements for the Majestic theatre at Rhinelander, Wisc., $8,250, for the Hodag Amusement Co.; a $50,000 drive-in at Kewanee, Ill., for Bernard Temborious; a $17,000 prefab drive-in at Loveland, Colo., for Elmer F. Mortell; a $125,000 drive-in at Denver for Lakewood Theatres, Inc., a theatre, probably legitimate, for the Carmel Playhouse at Carmel, Calif.; a $100,000 drive-in at San Mateo, Calif., for Lester Park; and a $9,949 drive-in at South Bend, Ind., for Lewis Cochovety.

The following projects were denied: a $100,000 drive-in at Worcester, Mass., for Peter J. Morrone; a $15,000 drive-in at Wrens, Ga., for O. L. King; a drive-in for S. H. Plockelmon at West Palm Beach, Fla.; a $10,000 drive-in at Mobile, Ala., for Matthew Suraci; Construction of a drive-in and remodeling of an existing drive-in, $25,000, Barnwell, S. C., Kathleen H. Dobson; a $55,000 theatre at Ellendale, N. D., for H. A. Porter; a $125,000 drive-in at St. Louis for the Kilgore Amusement Corp.; a $35,000 drive-in at Baton Rouge, La., Film Service Corp.; an "indoor standard motion picture building" at Tyler, Tex., for S. G. Fry; an $11,000 drive-in at Lubbock, Tex., for B. W. Hall; a drive-in at Fort Worth, J. T. Davidson; a San Francisco drive-in for the General Theatrical Co.; and a theatre in Portland, Ore., for the West Slope Community Center.

Protests Pirating

(*Continued from page* 1)

reported to be shown on a pirated basis in Moscow.

It is a 1938 M-G-M picture, "The Crowd Roars," starring Robert Taylor and dealing with a prize-fighting background and is being shown in Moscow as "The Eight Round.' MPAA officials said they did not know whether distortions had been made, but that in any event Irving Maas had asked the Department to try to get the Soviets to stop the unauthorized showings and return the prints to M-G-M.

No answer has been received by the Department yet on the earlier protests over "Mr. Smith Goes to Washington" and "Mr. Deeds Goes to Town."

NY Grosses

(Continued from page 1)

for its first five days and management looked for $115,000 for the first week which ends today.

"September Affair" opened on Thursday at Radio City Music Hall, with $79,000 grossed over the weekend. For the first week a somewhat less-than-average take of $118,000 is expected. Russell Markert's "Show Shop" highlights the stage show.

Still doing good business, despite weather conditions, is "At War with the Army," at the Paramount, where $89,000 is expected for a second week. Ella Fitzgerald tops the stage bill. "Operation Pacific" is doing fairly well at the Strand, with $52,000 in sight for a first week. Denise Darcel is appearing personally at the Strand.

"The Enforcer" is holding up well at the Capitol, with $41,000 expected for a second week; Lionel Hampton's band is on stage. The sole newcomer to straight film houses is "The Second Woman" at the Rivoli, but estimated returns are rather disappointing for a first week, hovering around $18,000.

Among the longer runs, "Born Yesterday" is doing well at the Victoria, with $26,000 in sight for a seventh week. "Harvey," at the Astor, also in a seventh week, is holding up well with about $13,000 expected.

Reissues Doing Well

Two pictures will bow out on Friday, "Mad Wednesday," at the Globe, where $9,500 is expected for a second and final week, and "The Company She Keeps," at the Criterion, where $10,500 is due for its second stanza. On Saturday, "Sugarfoot" will open at the Globe, and "Frenchie" will go into the Criterion.

Two re-issues, "The Last Gangster" and "The Big Store," are doing quite well at the Mayfair with $14,500 due for a second week; they will hold for a third. "The Steel Helmet" at Loew's State is still pulling during the daytime but attendance lags evenings; it will do a fair $14,000 for a second week.

Business remained fairly steady at off-Broadway first runs. "Seven Days to Noon" took in $8,000 for a seventh week and looks like $7,000 for its eighth; the long-running "Trio" at the Sutton will do an estimated $6,500 for its 18th week. "The Blue Lamp" at the Park Avenue took in a comfortable $6,000 for its fourth week and will hold for a fifth and final seven days.

"Cyrano de Bergerac," playing two-a-day with reserved seats, at the Bijou, is grossing consistently with about $11,000 due for a 13th week.

Two Closed, Three Reopen in Chicago

CHICAGO, Feb. 5. — Two neighborhood houses, the Essex and Rena have closed because of business conditions. The Essex, a Jones, Linnick, and Schaefer theatre, had been an "art house, but switched to standard pictures, advertising admission prices whereby a family of four was admitted for 98 cents. The Rena had been admitting "one family, any size, for one dollar."

The Bertha, on the North Side, which closed early this winter, has been reopened, while two Warner houses, the Stratford and Grove, reopened recently.

Reviews

"Rhythm Inn"

(Monogram)

Hollywood, Feb. 5

AMUSING, light, musical-comedy entertainment unreels smoothly while producer Lindsley Parsons focuses the spotlight on the Dixieland band vogue that is currently quite popular in many sections of the country. This good-natured comedy, by Bill Raynor, concerns, for the most part, an improvident dance band that goes broke but manages to fulfill its engagement by "borrowing" its instruments nightly from a music store where they have been pawned to pay off a traffic fine. The band includes such well known talent as Wingy Manone, Pete Dailey and Matty Matlock, names of moment to the dance public, plus the Anson Weeks orchestra. Jane Frazee, Kirby Grant, Charles Smith and Lois Collier are the principals in a story that ties the musical numbers together and supplies some laughs in its own right. All in all, it is a pleasantly serviceable little musical that is honestly entitled to its screentime.

Bandleader Grant and his unit are in trouble with the local constabulary and are forced to pledge their instruments at a music store as security for a loan with which to pay a traffic fine. In order to fulfill a date at the Rhythm Inn, the band's singer, Miss Frazee, prevails upon Smith, who works at the store and is an amateur tunesmith, to smuggle the instruments to the boys nightly without his employer's knowledge. Miss Collier, Smith's girl friend, misunderstands the relationship between him and Miss Frazee, and a series of complications ensues. But when matters work out in such fashion that Miss Collier is enabled to sing one of Smith's songs at the Inn with the band, everything comes out as it should in a musical comedy. William F. Broidy was associate producer, and Paul Landres directed, spiritedly. Others in the cast are: Fritz Feld, Ralph Sanford, Armida, Jean Ritchie, Ramon Ros and Ames and Arno.

Running time, 73 minutes. General audience classification. Release date, Feb. 12.

"My Brother, the Outlaw"

(Bogeaus-Eagle Lion Classics)

ELEMENTS of mystery have been added to the outdoor action drama format in "My Brother, the Outlaw." Produced in Mexico by Benedict Bogeaus, the picture has Mickey Rooney and Wanda Hendrix in the leads, with support coming from Robert Preston and Robert Stack. The picture has enough action to make it a satisfactory item for Western situations, but, generally, the plot takes too many liberties with credulity, even for a Western.

Rooney plays the part of a New York City boy who heads for Mexico to pay a surprise visit to his brother, Stack, who presumably, is operating a silver mine. En route, Rooney meets Preston, a husky Texas ranger who is out to capture a notorious Mexican bandit known as El Tigre. They join forces, and once in Mexico, start looking for Stack. After some mysterious doings and skullduggery, it turns out that Stack is a member of the outlaw gang. There is considerable shooting, fighting and flights with Rooney and Preston in constant danger from the outlaw. In a final showdown gunfight, Stack is killed and when his disguise is lifted it is revealed that he is none other than El Tigre.

Eliot Nugent directed, from a screenplay by Gene Fowler, Jr. Running time, 82 minutes. General audience classification. Release date, Feb. 7.

M. H.

"Rough Riders of Durango"

(Republic)

A STANDARD Western yarn is spun in "Rough Riders of Durango," which features Allan (Rocky) Lane. Action is stressed all the way by Fred C. Bannon who directed Gordon Kay's production from a story by M. Coates Webster.

Lane combines forces with Ross Ford, a young sheriff, who has his hands full trying to save local farmers from hi-jackers. With the bank about to foreclose on all ranches and farms, Ford arranges for the farmers to get a $40,000 advance on their next grain shipment so that they can pay off their loans to the bank. At the crucial moment, the money is stolen and the messenger killed.

Lane and Ford eventually discover that Steve Darrell, a supposedly honest harness-maker, is the brains behind the gang. After a number of close brushes with gunmen, and a fast moving chase, Lane recovers the money, and brings the criminals to justice. Others in the cast are: Denver Pyle, Stuart Randall, Hal Price, Tom London, Russ Whiteman and Dale Van Sickel.

Running time, 60 minutes. General audience classification. Release date, Jan. 30.

Seek Boxing Day By-Law

TORONTO, Feb. 5.—The recognition of Boxing Day, the day after Christmas, as a statutory holiday, has led the Motion Picture Theatres Association of Ontario to ask the Toronto Board of Police Commissioners to add the date to listed holidays in the by-laws which provide permission for midnight shows in conjunction with such occasions.

Half-Dollars for 'Dimes'

ALBANY, N. Y., Feb. 5. — An increase in the size of theatre lobby contributions is one of the most heartening features of the current "March of Dimes" campaign in Albany County, local chairman Thomas J. McEnaney reports. He stated that before, "it was chiefly pennies, nickles and dimes. Now it is quarters, half-dollars and dollar bills."

CDA Ruling

(Continued from page 1)

it applied only when an attack was very imminent on a particular area, and could not be expected to be the rule for an indefinite emergency period.

The CDA's statement, issued specifically for the film industry, was prepared at the request of the Council of Motion Picture Organizations. COMPO had protested to the White House that there were reports that the CDA was planning to ask theatres to close or to ask people to stay out of theatres, and wanted a statement to set these fears at rest.

As expected, the statement stressed the positive contributions that the industry could make and was in effect an invitation to exhibitors to start closer cooperation with local Civilian Defense officials.

Theatres have a definite part to play in the civilian defense effort, especially in off hours, the CDA statement declared. It suggested as an example that theatres could be used on Saturday mornings to show training films and other orientation material to Civilian Defense workers.

The CDA admitted that while theatres had the advantage, from a bomb-resisting point, of being windowless, they did not have any special protective features against enemy attack.

Theatres surviving bombing would be useful for registration of homeless individuals and other similar purposes, the statement declared. No mention was made of theatres serving as first-aid posts, though officials privately have discussed that.

Declaring that local Civilian Defense officials will welcome cooperation from the industry, the statement concluded that "the sense of public responsibility exhibited by the industry in the past will suggest to operators that they offer their facilities to local Civilian Defense directors without delay."

CDA officials indicated that they hoped this statement would quiet all fears in the industry, and that barring another similar request from the industry for a statement of policy on a specific point, CDA planned no other releases dealing with theatres or the film industry.

Legion Reviews 12; Three in Class "B"

The National Legion of Decency has reviewed 12 additional features, putting three in Class "B" and the remainder in Class "A."

Those in Class "B" include: "Call Me Mister," 20th Century-Fox; "Film Without a Name," (German), Oxford Films, and "Second Face," Eagle Lion Classics.

Under the Class "A," Section No. 1, classification are: "Lights Out," Universal-International; "Rough Riders of Durango"; Republic. The following were listed in Class "A," Section 2: "Al Jennings of Oklahoma," Columbia; "The Bandit Queen," Lippert; "Bowery Battalion," Monogram; "Chance of a Lifetime" (British), Pilgrim-Ballantine Pictures; "Korea Patrol," Eagle Lion Classics; "Lightning Strikes Twice," Warner; and "Belle le Grand," Republic.

HAVE YOU SEEN THE CARTOON THAT'S "TICKLED THE PUBLIC AS PERHAPS NO SUCH FILM HAS SINCE DISNEY'S 'THREE LITTLE PIGS'...."*

* *Thank you, San Francisco Chronicle*

BROTHERHOOD—FOR PEACE AND FREEDOM
Believe It! Live It! Support It!
Brotherhood Week—Feb. 18-25, 1951

SING A SONG of GERALD McBOING



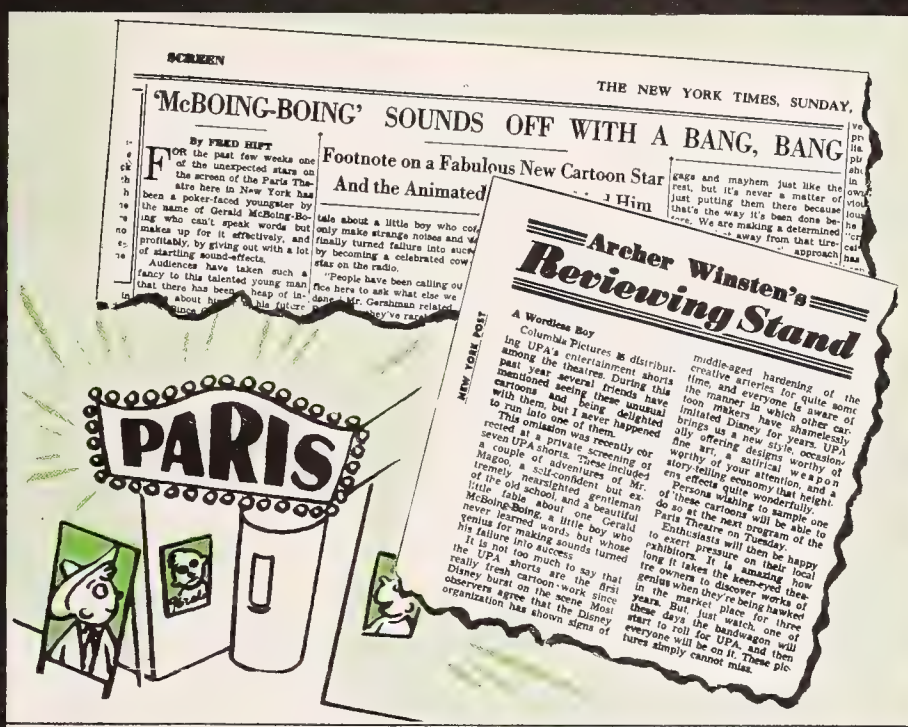
1. This is the story of Gerald McCloy
And the strange thing that happened to that little boy.



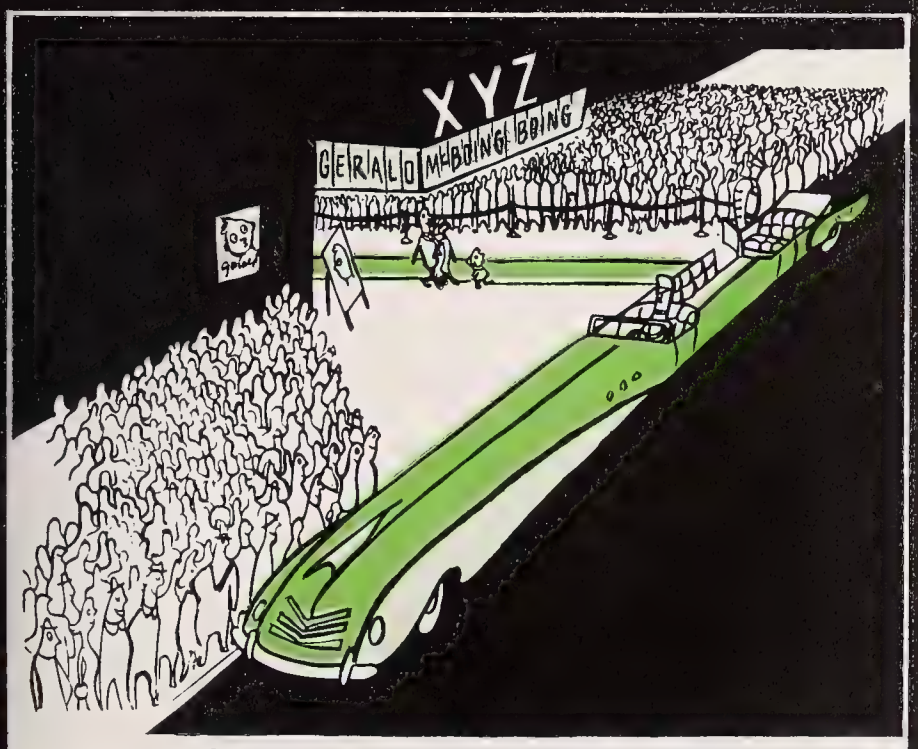
2. "I see", said the doctor, "It's just as you said.
He doesn't speak words, he goes BOING-BOING instead."



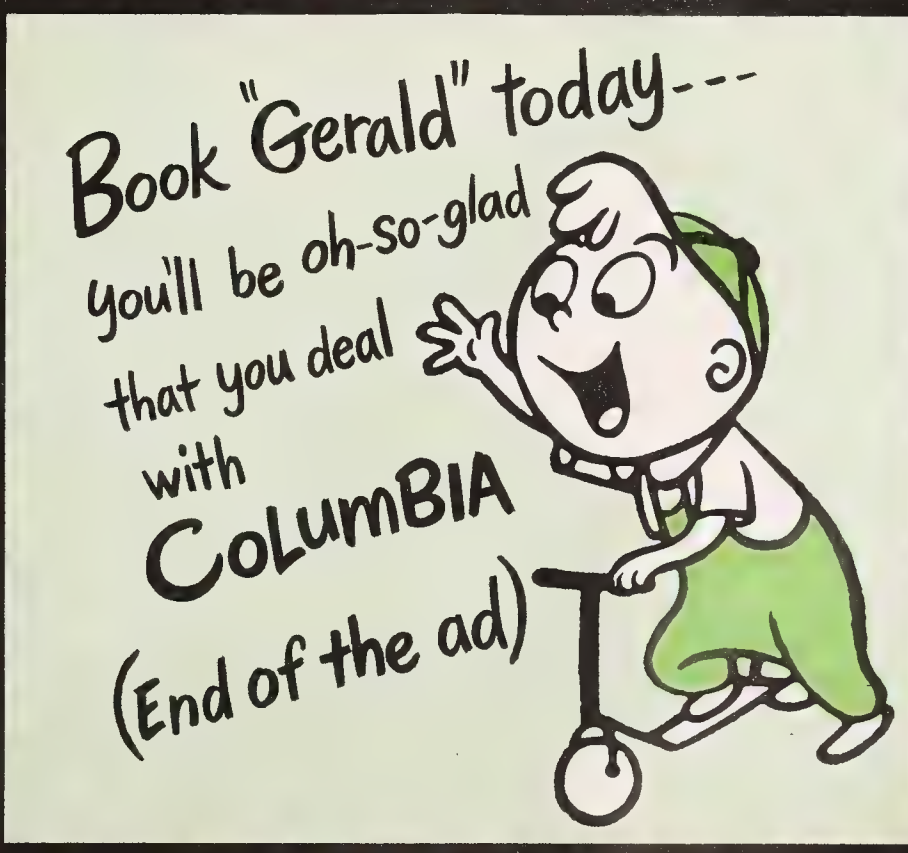
3. He just got a write-up in Life Magazine
A plug for a short like no man's ever seen.



4. Still not convinced? Want more of the same?
With pride, we can point to the critics' acclaim.



5. Wherever he goes, he's a wow, he's a pip.
Good showmen everywhere should take this tip!



"GERALD McBOING BOING" IS A ONE-REEL SHORT SUBJECT, ONE OF THE "JOLLY FROLICS" AND "MR. MAGOO" SERIES • PRODUCED BY UNITED PRODUCTIONS OF AMERICA AND GLEEFULLY DISTRIBUTED BY COLUMBIA

'IA'-SOPEG

(Continued from page 1)

had been withheld at Paramount.

IATSE's H-63, long-time jurisdictional rival of SOPEG, announced yesterday through its executive vice-president, Russell M. Moss, that it would call for an NLRB election at Paramount. H-63 claims that over 200 former SOPEG workers at Paramount have signed statements indicating preference for the "IA" union. Moss said the NLRB's action yesterday could be interpreted as applying to other SOPEG strongholds, such as at 20th Century-Fox and Loew's. He hinted that his union would contest SOPEG's jurisdiction at those localities as well as at Paramount.

"Without Prejudice"

The Board denied the SEG motion "without prejudice to the filing of new petitions at an appropriate time." This statement was accepted by the "IA" local as a virtual invitation to challenge its rival at Paramount.

The dispute arose when the UOPWA, SEG's parent outfit, merged into the new Distributive, Processing and Office Workers of America. It asked that it be given the old Screen Publicists Guild certification. IATSE and 143 individual employes challenged SEG's jurisdiction, claiming UOPWA had lost its identity in the new set-up and that SEG should not be recognized.

The Board's action said that in view of the objections and in view of the length of time elapsed since the certification, it would not transfer the certification. It made it plain, however, that this was without prejudice to the SEG's right to seek a new election, or that some other group could seek such an election. What the Board in effect said was that the SEG hadn't convinced it that the union had maintained its identity in the new set-up enough to warrant a transfer of the certification.

Praises Results of "Monogram Week"

HOLLYWOOD, Feb. 5. — Monogram president Steve Broidy said today that bookings indicate "Mongram Week" will more than double the average weekly billings of any similar period during the company's history. Broidy said, "On behalf of the entire organization I wish to thank circuit operators and independent exhibitors for their fine cooperation."

Kalmine Betrothal

Joan Adrienne Kalmine, daughter of Mr. and Mrs. Harry M. Kalmine, will be married on Saturday to Daniel Norton Paradies, son of Mr. and Mrs. I. Jacob Paradies of Atlanta, in the Hotel Plaza, New York. The ceremony will be performed by the Rev. Dr. Julius Mark of Temple Emanu-El. The bride will be given in marriage by her father, who is president and general manager of Warner Theatres.

Okays 'Obstruction' Bill

BOSTON, Feb. 5.—A bill requiring the printing of the words "Obstructed View" on tickets for sports and other places of entertainment, if seats are behind poles or other obstructions, was approved Friday by the Joint Legislative Committee on Mercantile Affairs.

US Asks No Ticket Tax Boost

(Continued from page 1)

istration plans to drain $10,000,000,000 more of U. S. income off in taxes means there will be that much less to spend for amusement. To this extent, the tax program is bad news for the industry.

Also, of course, individuals and corporations in the industry will have to bear the tax increases proposed for all individuals and corporations.

Fnally, one specifice Administration proposal might have some very slight damaging effect on drive-in theatre business—a recommendation that the Federal excise tax on gasoline be boosted from one and one half cent a gallon to three cents a gallon.

Snyder pointed out that the taxes on amusements are already 20 per cent and suggested that consumer durables are lagging way behind and should take the brunt of the tax increase.

A table submitted to the Committee by Snyder showed that a greater portion of consumer expenditures on recreation are subject to Federal excise tax than of any other type of consumer spending. The table showed that 52.1 per cent of spending on recreation was taxed.

Congress Action Doubtful

The fact that the Administration has not proposed a boost in the admission tax makes the odds very long that Congress will not vote one. It is considered very doubtful that Congress will go beyond the Administration.

There is considerable sentiment, in Congress, however, for a sales tax. The Administration did not specifically mention this, and Snyder ducked questions on it. However, his prepared statement implied that such a tax would not be too successful, declaring that the amount of consumer purchases now outside the tax base "do not on the whole represent a promising source for additional excise tax revenue."

Snyder proposed that individual income taxes be increased all along the line by four percentage points. He suggested that corporation income taxes go up eight points, to 33 per cent on incomes under $25,000 and to 55 per cent on incomes over $25,000. This would raise the effective rate on excess profits to 85 per cent. Also he said the ceiling on corporate taxes would have to go up to 70 per cent.

The income tax boosts should be retroactive to Jan. 1, Snyder said.

The Treasury also asked for tighter treatment of long-term capital gains—a boost in the effective maximum rate from 25 per cent to 37½ per cent, and a holding period of at least one year as against the present six months.

Athanasia Skouras Wed

The marriage of Athanasia George Skouras, daughter of Mr. and Mrs. George P. Skouras, to Martin Sweeny, Jr., son of Mrs. Martin Sweeny, and the late Mr. Sweeny, took place Saturday at the Church of the Resurrection in Rye. Rev. B. Del Negro of St. Vito's Church in Mamaroneck, performed the ceremony, and Rt. Rev. Monsignor John McGowan, pastor of the Church of the Resurrection, presided. The bride was given in marriage by her father, George P. Skouras, head of Skouras Theatres and of United Artists Theatre Circuit.

Arbitration Not on Allied Board Agenda

Washington, Feb. 5. — The chances of Allied States Association taking any action for an industry arbitration system became more remote today when it was learned that all suggestions for items to be discussed at the coming Allied board meeting have come in from directors and that not a single member has proposed including arbitration on the agenda.

Allied General counsel Abram F. Myers pointed out that any director can move to put arbitration on the agenda during the meeting, Feb. 15-16, but he significantly added that "any other member, of course, can move to table." At previous Allied board meetings, discussion of arbitration has been tabled.

Allied Plan

(Continued from page 1)

ing they needed more time to study the proposals, and that he felt this a reasonable request in view of the many people in each company who have to be consulted on such a proposal.

Myers refused to comment on the reaction from the Justice Department, which also received a copy of Allied's proposed changes in the competitive bidding rules.

Palisades Studio on L. I. Set to Operate

HOLLYWOOD, Feb. 5.—Palisades Productions, new partnership firm of Marion Parsonnet and Edward Lewis, whose "Run for the Hills" will start here on March 1, has completed construction of a three-stage New York sound studio on Long Island where it will make 132 15-minute TV subjects starring Faye Emerson.

The TV films will be made for Pepsi-Cola, and under the deal with that company writer-director Parsonnet and producer Lewis are free to turn out an unlimited number of commercial television and regular theatre features and shorts. While the initial TV activity will be concentrated in New York, production facilities already are established in Hollywood.

Roxy-Union Sign Pact

A new two-year contract has been signed by the Roxy Theatre here and the American Guild of Variety Artists covering working conditions of chorus dancers and ice skaters employed at the theatre. Salary increases and adjustments in working conditions are provided in the pact.

38 New AMPA Members

Thirty-eight new members will be presented at Thursday's closed meeting of the Associated Motion Picture Adverstisers, to be held here at Trader Tom's Restaurant.

Anti-Drinking Bill Pends

INDIANAPOLIS, Feb 5.—A bill making it illegal to take alcoholic beverages of any kind into drive-in theatres is pending in the Indiana legislature.

COMPO-Tax

(Continued from page 1)

Barron, Oscar Doob, Jack Bryson, Morton Sunshine, Rotus Harvey, Marvin Faris and Jay Emanuel.

"The results of their work are a shining example of what can be done by concerted industry action," Mayer added.

In Washington, Myers, general counsel of Allied States, said he was "very much gratified" that the Administration was not seeking any admission tax increase because the 20 per cent admission tax is high enough now.

Myers said he felt "it is largely the result of the impression made and the good will gathered during the long campaign last winter."

Sullivan Gratified

Sullivan who last week foresaw the threat of an additional Federal levy which would bring the tax to 30 per cent, also expressed gratification that his fears were not realized. He urged, however, that COMPO "for educational purposes" form a new taxation and legislative committee and thereby obviate possible addition of Federal levies later on. The committee, he held, could supervise the making of short subjects which would apprise the public of the tax load now being carried by admissions and urge patrons to be on guard against possible increases.

Snyder's exempting of admissions in his tax message signified that the government regards films as a "strong arm of communications," Sullivan maintained.

Two More TOA Units Okay Compo Changes

Two more Theatre Owners of America regionals — in Texas and New Mexico—have signified acceptance of the new organizational structure of the Council of Motion Picture Organizations. This brings to eight the number of TOA units which have approved the new COMPO set-up.

Reporting this here yesterday, Gael Sullivan, TOA executive director, said he believed virtually all of the remaining 20 regionals will have signified approval by the end of the month. Two, however, are scheduled to vote on the change at meetings scheduled for March.

Wiesenthal Becomes RKO Producer

HOLLYWOOD, Feb. 5.—Sam Wiesenthal, who with W. R. Frank formed Olympic Productions which produced "Cry Danger," has been signed by Howard Hughes to a producer's contract at RKO Pictures.

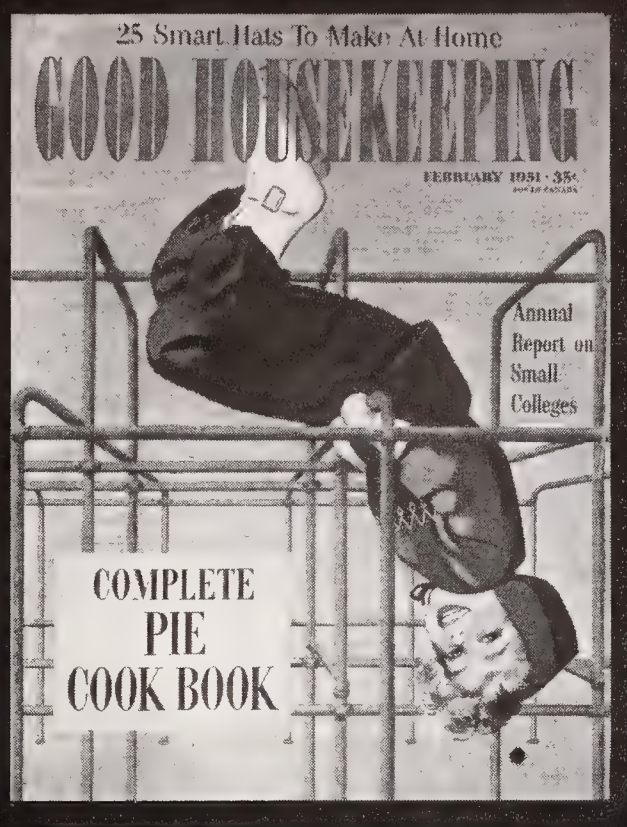
After functioning as a sales executive in film distribution, Wiesenthal came to Hollywood as a member of the story department at Universal. Later, as general manager of General Service Studios, he was associated with various independent operations.

Secures Three Features

Jack Berkson, president of Screencraft Pictures, has secured three Pine-Thomas features, "Power Dive," "Forced Landing," and "Flying Blind," all formerly released by Paramount Pictures.

The Motion Picture Industry's

FIRST Women's Magazine



FIRST in Pages of Motion Picture Editorial Linage

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GOOD HOUSEKEEPING	**27.7**
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WOMEN'S SERVICE MAGAZINE "B"	13.5
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*Lloyd Hall

FIRST in Pages of Motion Picture Advertising

PAGES OF MOTION PICTURE ADVERTISING JANUARY-DECEMBER 1950†	
GOOD HOUSEKEEPING	**13.61**
WOMEN'S SERVICE MAGAZINE "A"	5.25
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"Eve" business is now writing phenomenal B. O. history!—and repeat first-run engagements are topping initial dates

ACT FAST ON THIS ONE!

"BEST PICTURE!"

—A.P. Poll of 100 Top Hollywood Correspondents

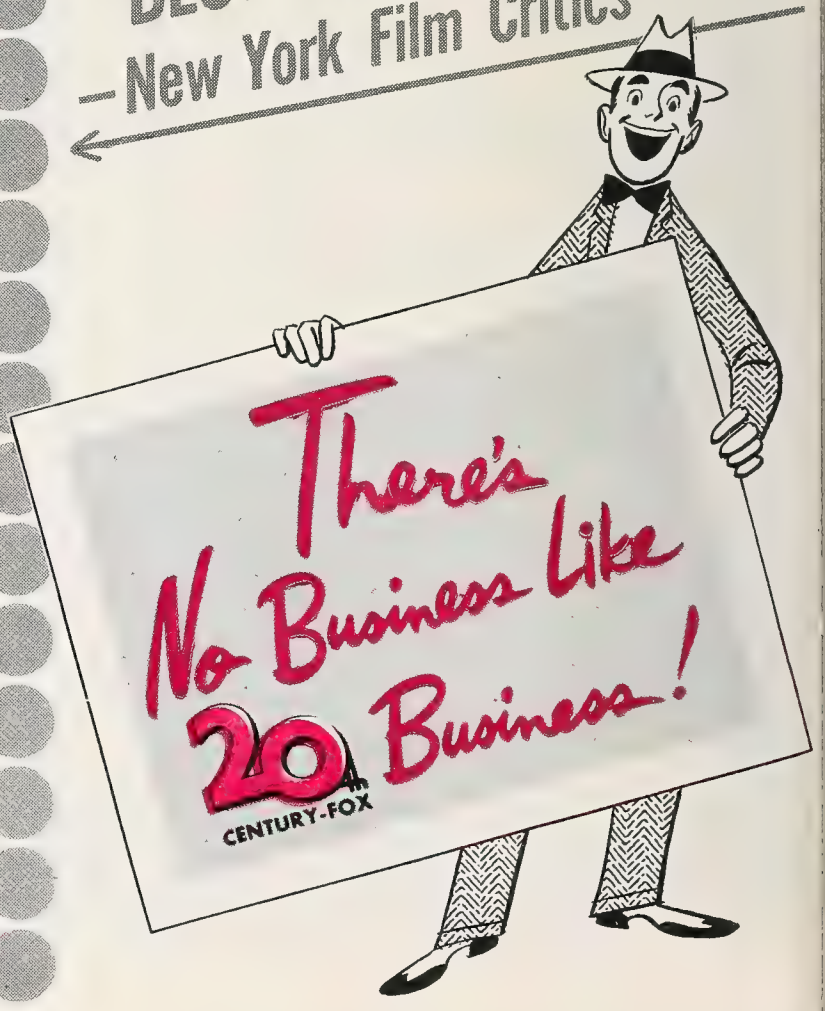
—San Francisco Critics Circle

—Cleveland Critics Circle

—Saturday Review of Literature

—Bill Leonards CBS Public Poll

"BEST PICTURE!"
"BEST ACTRESS!"
"BEST DIRECTOR!"
—New York Film Critics



BROTHERHOOD—FOR PEACE AND FREEDOM
Believe It! Live It! Support It!
Brotherhood Week—Feb. 18-25, 1951

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 69. NO. 27 NEW YORK, U. S. A., WEDNESDAY, FEBRUARY 7, 1951 TEN CENTS

Rank and ELC Distribution Deal Scrapped

Reduced Production by Rank Regarded as Cause

Eagle Lion Classics and the J. Arthur Rank Organization here jointly announced the termination of their mutual releasing agreement yesterday, two years prior to its originally scheduled expiration.

The termination was attributed by ELC sources largely to the reduction of Rank production activities in England which, with the playing off of the older Rank product here, leaves an insufficient number of pictures to be divided between itself and Universal, in accordance with the terms of the contract, in the future.

Under the deal now terminated, the Rank Organization distributed ELC product in the Eastern Hemisphere. Both ELC and Rank will continue distribution of pictures already delivered to them, but will not take on new ones. ELC has approximately 21

(*Continued on page* 5)

Para. Sets 11 for Next Five Months

Paramount will release 11 films, March through July, five of which are in Technicolor, it was announced yesterday by A. W. Schwalberg, president of Paramount Film Distributing Corp.

The schedule is as follows:

March: "The Redhead and the Cowboy," starring Glenn Ford, Rhonda Fleming and Edmond O'Brien; Charles Brackett's "The Mating Season," starring Gene Tierney, John Lund, Thelma Ritter and Miriam Hopkins; "Samson and Delilah" Cecil B. DeMille's Technicolor production starring Hedy Lamarr, Victor Mature, George Sanders, Angela Lans-

(*Continued on page* 5)

Cinema Productions Meetings On Here

Executives of Cinema Productions, organization of prominent exhibitors, are meeting here this week in connection with preparations for filming of the company's first picture, "Main Street to Broadway." A distributor for the picture, which will be produced in cooperation with the Council of the Living Theatre, has not yet been set, it was reported by Lester Cowan, CP

(*Continued on page* 5)

DuPont to Review Cutback; May Up Production Again

WASHINGTON, Feb. 6. — DuPont's film manufacturing branch has agreed to take another look at its recent 25 per cent cutback in production of film for raw stocks, and see whether any of the production can be restored.

This was the result of a meeting here today among Joyce O' Hara, acting head of the Motion Picture Association, assistant Jerry Cahill, National Production Authority film chief Nathan D. Golden, and K. T. Molin, head of DuPont's film section.

Those present cautioned that the industry should not be too optimistic over the results of today's meeting. "The industry has DuPont's promise to take another look at the situation, but nothing beyond that," one participant said. "When they take their second look, they may decide the 25 per cent cut is right. But at least they're reconsidering it."

The meeting was the first in what may be a series of similar meetings

(*Continued on page* 4)

Reinstate 2, Settle 20th-Fox, SPG Row

Re-instatement of two of the five members of the 20th Century-Fox publicity staff recently laid off was announced yesterday in a joint statement by the company and a committee of the 20th-Fox unit of the Screen Publicists Guild.

Amicable settlement of the dispute was reached in a conference between Jack Lang, in charge of labor matters for 20th-Fox, and the SPG committee.

(*Continued on page* 5)

Film Stocks Rise Up to 1⅜ Points

Film stocks experienced pronounced gains on the New York Stock Exchange yesterday, with rises of from ⅛ to 1⅜ points noted. The gains were attributed to the fact that theatre admissions were bypassed in the Treasury Department's increased excise tax recommendations on Monday.

Highest gain was achieved by 20th Century-Fox, which opened at 22 and closed at 23⅜. The full-point gains were registered by Loew's and Paramount which closed, respectively, at 18¼ and 23¼.

Krim-Benjamin Deal for UA Seen Impaired By Delay

Prolongation of the current discussions in Hollywood between Arthur Krim and attorneys for Mary Pickford and Charles Chaplin on the proposal by which Krim and Robert Benjamin, prominent industry attorneys and executives, would acquire operating control of UA, is being taken in industry circles here to mean that the chances of a successful deal being reached are less than had been anticipated a few days ago.

It is being pointed out that Krim left here a week ago with the papers all in order and ready for signing at the moment that Miss Pickford and Chaplin reached a decision to accept the proposal. The time has passed where further discussion of terms

(*Continued on page* 5)

See Trade Victory in New US Taxes for Competitors

WASHINGTON, Feb. 6.—Top industry officials here are privately patting themselves on the back for their success in selling the Treasury Department on the theory that the tax situation in the amusement field must be adjusted so that the competitors of motion pictures bear a tax burden comparable to the film industry's.

Secretary of the Treasury Snyder yesterday proposed no increase in the admissions tax but sizable boosts in the tax on bowling alleys, billiard tables, golf fees and television sets, all competitors of motion pictures in the fight for the consumer's entertainment dollar.

Leading film officials make no secret of the fact that they feel that this set of recommendations is the result of a long "education" effort by the industry in Washington.

"Synder's testimony shows that we have convinced the Treasury, at least, that it is important to straighten out the competitive situation and make our competitors carry the same tax load we do," one very highly-placed official said. "Last year we tried to get the admission tax cut to the level of the other taxes. That didn't work. The next best thing is to get their taxes up to our level, and we seem to have had success."

Even with a 25 per cent manufac-

(*Continued on page* 4)

U. S. Official Hears Allied's Stand on Bids

New Anti-Trust Chief Gets Myers' Briefing

WASHINGTON, Feb. 6. — Allied States Association general counsel Abram F. Myers has been doing a little campaigning at the Justice Department lately in behalf of Allied's stand against an industry arbitration system and in favor of changes in the competitive bidding provisions of the New York Statutory Court decree.

It was learned that Myers yesterday had a lengthy visit with the new assistant attorney-general in charge of the anti-trust division, H. Graham Morison, and with other anti-trust officials.

Morison admitted that both arbitration and competitive bidding had been discussed but that "nothing specific" resulted on either point. He pointed out that he was new to his

(*Continued on page* 5)

TOA to Convene Here Sept. 24-27

The Theatre Owners of America annual convention will be held at the Hotel Astor here Sept. 24-27, it was decided yesterday at a meeting of the TOA convention committee.

Final settlement of the date and place had been held up by negotiations with TESMA and TEDA, equipment dealers and manufacturers associations, for a joint convention and exhibit but defense restrictions on materials have made the manufacturers wary of any exhibit this year. TOA will have its regular exhibit in conjunction with its convention, though its scope will undoubtedly be limited.

TESMA is conducting a canvass of

(*Continued on page* 5)

Breen Conferring in N.Y. on 'Twist' Cuts

Joseph I. Breen, Production Code administrator, has arrived here from the Coast for conferences with William C. MacMillen, Jr., Eagle Lion Classics president, and officials of the Motion Picture Association of America on the cuts which Breen has recommended for "Oliver Twist," to make it eligible for a PCA seal. Breen is scheduled to leave here this evening for Washington.

Personal Mention

PHIL REISMAN, RKO Pictures vice-president in charge of foreign distribution, is due to leave here Saturday for South America.

•

WALTER A. BROWN, a member of the board of directors of Allied Theatres of New England and president of the Boston Garden, has been named chairman of the 1951 campaign of the Massachusetts division of the American Cancer Society.

•

HERMAN WOBBER, 20th Century-Fox Western division manager, BRYAN STONER, assistant Western division manager, and ALEC HARRISON, San Francisco branch manager, are in Los Angeles from San Francisco for conferences.

•

COLONEL JOHN A. COOPER, Canadian film industry pioneer, received congratulations from many parts of the United States, Great Britain and Canada on his recent 83rd birthday.

•

OSCAR NEU, president of Neumade Products, will leave here on Sunday for a month's vacation at Palm Springs, Calif.

•

OSCAR A. MORGAN, general manager for short subjects and Paramount News, is in Jacksonville, Fla., from New York this week on business.

•

HARRY RUSKIN, M-G-M producer-writer, arrived here from a Paris vacation yesterday and is due back on the Coast Monday.

•

JOHN HOBART, former drama editor of the San Francisco *Chronicle*, has left San Francisco for New York, en route to Sicily.

•

ALAN CUMMINGS, in charge of M-G-M exchange operations, is in Chicago from New York.

•

FLOYD BILLINGSLEY, IATSE vice-president, is in Tucson, Ariz., from San Francisco.

•

L. J. KAUFMAN, Warner Theatres executive, has left here for Cleveland and Pittsburgh.

Seven Added to MOT Television Division

Seven additional appointments to the new television department staff of the March of Time were announced here yesterday by Richard de Rochemont, producer, and Arthur B. Tourtellot, director of TV operations. Those named include: Tom Buscemi, assistant director of television; Fred Feldkamp, script supervisor; John Dullaghan and Jack Busch, film editors, and Hope Thomson, Barbara Feldman and Shirley Potash, editorial associates.

The department, which officially opened its new offices this week, at MOT headquarters here, has for its initial project a 26-installment film, "Crusade in the Pacific," a sequel to the television serial on Gen. Eisenhower's "Crusade in Europe." Other TV films will follow.

'U' Sets Premieres For First Quarter

Universal is releasing some of its top pictures during the first quarter of 1951, Alfred E. Daff, director of world sales, said yesterday.

"The pictures are being backed by extensive advertising and promotion campaigns featuring personal appearances of stars and world premieres and territorial openings in all sections of the country," Daff said.

Having world premieres during February are "Bedtime For Bonzo," with Ronald Reagan and Diana Lynn and introducing Bonzo; "Target Unknown," Mark Stevens and Joyce Holden; and "The Groom Wore Spurs," the Fidelity Production with Ginger Rogers and Jack Carson. March premieres are being set for "Air Cadet," Stephen McNally and Gail Russell; "Abbott and Costello Meet The Invisible Man," and "Ma And Pa Kettle Back On The Farm."

"Bedtime for Bonzo" will have its world premiere at the Circle Theatre, Indianapolis, Feb. 15. Diana Lynn, Jesse White and Bonzo, the Chimpanzee, will attend.

SDG Again Chooses Glenn as President

Jack Glenn, senior director for the "March of Time," has been reelected president of the Screen Directors Guild at SDG's sixth annual convention held here.

Other officers include: Dana Noyes, first vice-president; Leslie M. Roush, second vice-president; Alexander Gansell, recording secretary; Hans Mandell, corresponding secretary; and Edward Seward, treasurer. The board of governors include the above-named officers and George L. George, Joseph Henabery, William Resnick, Warren Murray, and Herbert Kerkow.

Johnston, on Leave, Still Heads AMPP

HOLLYWOOD, Feb. 6.—A slate of officers headed by Eric Johnston, now on leave of absence with the government, was reelected at the annual meeting of the Association of Motion Picture Producers. Reelected as chairman of the board was Y. Frank Freeman, vice-presidents, B. B. Kahane and L. K. Sidney, vice-president in charge of industrial relations, Charles S. Boren, and secretary-treasurer, James S. Howie.

To Fete Winners of Christopher Awards

Winners of the 1950 Christopher Awards in the fields of books and motion pictures will be announced Thursday, Feb. 15, at a reception at the Hotel Astor here at which George Skouras, president of Skouras Theatres Corp., will be host.

Christopher Prizes of $5,000

HOLLYWOOD, Feb. 6.—Father J. Keller, head of the Christopher Society, will fly to Hollywood on Feb. 20 to present prizes of $5,000 each to two winning screen plays chosen for the 1950 Christopher Awards.

Elect Morrissey to Terrytoons Board

Michael A. Morrissey, former president and now honorary board chairman of the American and Union News companies, has been elected to the board of directors of Terrytoons, Inc., it was announced yesterday by Paul Terry, president.

Morrissey is a director of a number of other companies and banks and is a prominent Catholic layman who has held posts with the Cardinal's Committee of the Laity for Charities, the Alfred E. Smith Memorial Foundation and is a director of the Diocesan Service Corp.

Indiana Revives An 'Anti-Ascap' Bill

INDIANAPOLIS, Feb. 6.—An anti-Ascap bill which would outlaw operation in Indiana of the American Society of Composers, Authors & Publishers has been introduced in the state senate.

Designed to ban the playing of any Ascap tune for profit, except over radio or television, the bill recalls similar measures which failed to pass in this and many other states in the past. Only in the State of Washington did that kind of bill become law, but the law proved impracticable eventually. The ban embodied in the present measure would include Ascap music in motion pictures and juke boxes.

Bill Aims to Add Two Memphis Censors

MEMPHIS, Feb. 6.—A bill to increase the Memphis board of censors from three to five members was introduced in the Tennessee state legislature at Nashville today.

At present the board is composed of Lloyd T. Binford, chairman; Avery Blakeney, attorney, and Mrs. Side Law. Under the proposed new law, the two additional members would be appointed by Mayor Overton of Memphis.

Would Amend Cities' Ticket Tax Rights

ALBANY, Feb. 6.—Senator Nathaniel Hellman, New York, has introduced a bill striking out the provision in the present law that cities having a population of less than 25,000 shall not have power, until July 1, 1951, to adopt an ordinance imposing a five per cent amusement tax. It would take effect immediately. Cities over 25,000 can adopt such a tax at any time.

Ticket Bill to Assembly

ALBANY, Feb. 6.—The Senate last night passed, by a vote of 52-3, and sent to the Assembly the Mitchell Bill permitting brokers to charge $1, instead of 75 cents, on the resale of theatre tickets.

Newsreel Parade

HIGHLIGHTED in the current newsreels are President Truman's dedication of the Interfaith chapel, and Gen. Eisenhower's report to the nation. Other items include the Canadian bridge collapse, reports from Korea and sports. Complete contents follow:

MOVIETONE NEWS, No. 12—Truman dedicates Interfaith chapel. Korea report. Four die in collapse of Canada bridge. First anniversary of India Republic. Gen. Eisenhower gives views on draft and Europe. Sports.

NEWS OF THE DAY, No. 245—UN forces close in on Seoul. Tugboat disaster. Bridge collapses in Canada. Republic Day marked in India. Carnival time in Dixie. News from the world of sport.

PARAMOUNT NEWS, No. 49—Horse racing. India's Republic Day celebration. French youths take draft in stride. Canadian bridge collapses. Release Nazi war criminals. Truman dedicates chapel. Sports.

TELENEWS DIGEST, No. 5B—Railroad strike. Washington. Gen. Eisenhower reports. Mountain fighting in Korea. Debate on question of national wage-price freeze. Getulio Vargas elected Brazilian president.

UNIVERSAL NEWS, No. 428—Report from Korean front. Canadian bridge collapses. *S.S. Tarawa* recommissioned. President Truman dedicates Interfaith chapel. Flashes from the sport world.

WARNER PATHE NEWS, No. 51—Railroad strike. Nazi war criminals freed. Korea war report. Gen. Eisenhower reports to the nation. President Truman opens chapel. Canadian bridge crash. Sports review.

Skouras Off Again To See Swiss TV

Spyros P. Skouras, 20th Century-Fox president, left here last night by plane for Zurich, Switzerland, where he will have a second look at the theatre television system in which the company is interested. He was preceded by Charles P. Skouras, president of National Theatres, who left here Sunday night, also by plane.

Already at Zurich are William C. Michel, 20th Century-Fox executive vice-president, Otto E. Koegel, chief counsel, and Earl I. Sponable, technical supervisor. Darryl F. Zanuck, studio vice-president, is also scheduled to leave for Europe next weekend and it is expected he will also view the theatre TV device at the University of Zurich.

DC Wage Hearing Today

WASHINGTON, Feb. 6.—A. Julian Brylawski, president of the Theatre Owners of Metropolitan Washington, will testify before a Senate District committee tomorrow in opposition to a bill to extend the District of Columbia's minimum wage law to men. At present, only women are covered. Brylawski will represent the Washington Board of Trade as well as the theatre owners, it was announced here today.

Seek Projectionist Bill

MANCHESTER, N. H., Feb. 6.—A bill introduced in the New Hampshire legislature would set up a three-man licensing board for motion picture theatre projectionists.

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This guy gets plenty of Awards!

SMITH, A MIGHTY MAN IS HE!

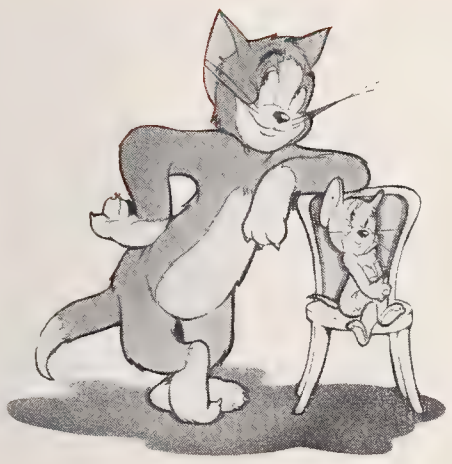
He doesn't like to be photographed but we want you to see Pete Smith, the man who has given more people more chuckles than any one individual in the entire amusement world! Nobody ever had a record like this:

FOR 10 CONSECUTIVE YEARS!
Boxoffice-BAROMETER Tops in live-action shorts!

FOR 8 CONSECUTIVE YEARS!
Winner of M. P. Herald-FAME poll in live-action shorts!

FOR 7 CONSECUTIVE YEARS!
Showmen's Trade Review-LEADER in live-action shorts!

PETE SMITH BRIGHT SPOTS ON ANY PROGRAM:
Now in release..."WRONG WAY BUTCH"..."SKY SKIERS"... coming soon "FIXIN' FOOL"..."CAMERA SLEUTH"...



"TOM AND JERRY" say: "We're mighty proud of Pete and are happy to report that we also are FIRST again in all the CARTOON POLLS, in M. P. Herald-FAME, and for the 4th year in both Boxoffice-BAROMETER and Showmen's Trade Review-LEADER. And Six Academy Oscars! No other Shorts Series in the industry can equal it."

TECHNICOLOR TREATS PRODUCED BY FRED QUIMBY:
"Tom & Jerry" shorts now in release: "CASANOVA CAT," "JERRY AND THE GOLDFISH." Watch for "JERRY'S COUSIN."

M-G-M SHORTS ARE LIKE M-G-M FEATURES, THE BEST!

In addition to the "Tom & Jerry" Technicolor Cartoons and Pete Smith Specialties we have M-G-M Specials, FitzPatrick's "People on Parade" *(Technicolor)*, Gold-Medal Reprint Cartoons *(Technicolor)*, and we're especially proud of our live-wire newsreel M-G-M NEWS OF THE DAY!

BROTHERHOOD WEEK FEB. 18-25
To Promote Brotherhood All Year!

Set Priorities On Motor Shipments

Washington, Feb. 6. — The Defense Transportation Administration has ordered the nation's motor freight carriers to give first priority to shipments for the Armed Forces, the Atomic Energy Commission and the U. S. mails.

The order is effective immediately and will remain in effect until rail shipments return to normal.

DuPont to Review

(*Continued from page* 1)

in MPAA's attempt to canvass the raw stock outlook and the possibilities for expanding production. The MPAA officials and Golden are slated to meet tomorrow with Ansco officials.

Most of DuPont's 25 per cent cutback will be taken up by increased production of X-ray film, although some will go to DuPont's new color film and probably eventually find its way back to the industry.

The MPAA and government officials, it was reported, stressed to Molin the fact that the DuPont cutback was particularly aggravating in that it came at a time of general shortage, when the military demands for raw stock and demands by television were cutting the amount available for the film industry anyway. It was also mentioned that the atomic energy program may develop into a prime competitor for raw stock, using it as a radioactivity indicator.

Molin finally agreed to go back to Wilmington, Del., and re-canvass the whole situation, and report to O'Hara in a week to 10 days. Then O'Hara will go to Wilmington for further conversations.

The meetings to study the raw stock production situation are a part of a two-pronged MPAA campaign to insure adequate supplies. One effort is centered on increasing production, the other on conservation of supplies.



Review

"Lucky Nick Cain"

(Kaydor—20th Century-Fox)

GEORGE RAFT plays an American tough guy who becomes involved in an Italian adventure in "Lucky Nick Cain." The role is quite a familiar one for Raft and he handles it competently. Since the drama was made by Kaydor Productions in Italy, the audience is taken through some scenic spots on the Mediterranean shore.

The adventure finds Raft embroiled with gambling, murder, a shooting, a pretty girl and the inevitable chase. Arriving at the gambling spa of San Paolo, Raft, an American gambler, is given a big welcome. It does not take long to find out why he is being received in such style, for during his first night in town, he is framed for the murder of an American Treasury agent. He flees with an American girl who has been hired to lure him to the gambling tables, and from then on, it's a nip and tuck battle until Raft straightens everything out in his blunt manner.

There is a fine supporting cast and the native scenes are exceptionally well-photographed. If the script sometimes seems to go awry, there are compensations from other quarters which help make amends. Joseph Kaufman, the producer, and Joseph M. Newman, the director, have achieved some fine action sequences. In a featured spot is the young Italian actor, Enzo Staiola, who plays the part of a young boy who befriends Raft, and shows considerable ability in his role. Coleen Gray plays the American girl opposite Raft and does an adequate job. The screenplay is by George Callahan and William Rose and is based on the novel "I'll Get You for This" by James Hadley Chase.

Running time, 87 minutes. General audience classification. March release.

Portugal Holds U. S. Films to $600,000

WASHINGTON, Feb. 6. — Commerce Department film chief Nathan D. Golden reported today that Portugal has kept the total dollar exchange allocation for all U. S. companies at $600,000 annually, but has revised the specific amounts allowed individual distributors to reduce slightly the amount going to large U. S. distributors.

The changes were adopted as a result of a meeting of 36 film importers held in November. The meeting was called largely to meet complaints of a number of small Portuguese importers dissatisfied with their exchange allocations. In order to meet this criticism, representatives of the large U. S. companies agreed to revise the allotments. It is expected that some of the additional revenue alloted the smaller firms will not actually be used by them, and eventually will be reapportioned again to the large companies.

Blasius Will Book for Assoc. Amusements

SALT LAKE CITY, Feb. 6.—Clyde Blasius, with 20th Century-Fox's Salt Lake office for 19 years, resigned today to become buyer and booker for Associated Amusements Co. of Salt Lake City which operates and buys and books for drive-ins and theatres in Utah, Idaho and Nevada.

Blasius, who was branch manager for 20th Century-Fox for three years, was Idaho salesman for the company at the time of his resignation. His new job begins Feb. 19.

Western Pa. AMPTO Elects M. Finkel

PITTSBURGH, Feb. 6.—Morris Finkel was elected chairman of the board of Western Pennsylvania Allied Motion Picture Theatre Operators at a meeting here today, automatically becoming the organization's national director.

Fred Hetherington was re-elected secretary for the fortieth year. Committee personnel for 1951 was announced by newly-elected president Fred Beedle.

'Trio' Benefit for Palsy in Cincinnati

Film, newspaper and broadcasting resources of Cincinnati are being pooled for a benefit opening of "Trio" for the Cerebral Palsy Associations at the Guild Theatre, there, on Feb. 22 it was announced jointly here by Max E. Youngstein, Paramount's advertising and publicity vice-president and Leonard H. Goldenson, president of the CPA and of United Paramount Theatres.

Details of the opening are being worked out in Cincinnati by Hal Marshall, special field representative for Paramount.

Admissions Rise Aids Holland Box Offices

WASHINGTON, Feb. 6. — Slightly higher admission prices have helped boost box-office receipts in the Netherlands, the Commerce Department said. Film chief Nathan D. Golden declared that while box-office receipts were about 10 per cent below 1950 during the first six months of 1949, the total for the first nine months were only 3 per cent below the comparable 1949 period, indicating that the July through September period must have been substantially above 1949 levels.

Trade Victory

(*Continued from page* 1)

turers excise on television sets, however, the tax will still be a slightly smaller per cent of the retail price of a TV set than the admissions tax is of the total admission charge. A Treasury table shows that with a 25 per cent rate, the tax will represent 15 per cent of the total retail price of a TV set, compared to 17 per cent of the total admission cost accounted for by the admission tax. At present, the 10 per cent TV excise accounts for only six per cent of the retail price of a set.

The other Treasury recommendations were to establish a new 20 per cent tax on golf green fees and to boost the billiard table and bowling alley tax to a flat 20 per cent of the use charge from the present nominal tax of $20 a year per alley or table.

NEWS in Brief . . .

UNIVERSAL - International's "Tomahawk" will have its New York premiere at Loew's Feb. 17. It will mark the first U-I picture to play the State since the house switched to its present non-vaudeville policy more than two years ago.

•

Directors of General Precision Equipment Corp. have declared a dividend of 25 cents per share on the common stock payable March 15, to holders of record, Feb. 23.

•

TORONTO, Feb. 6. — The Ontario censor board has placed three more features in the classification of adult entertainment, which prevents their showing on Saturday matinee or holidays. They are: "Under the Gun," "Kansas Raiders" and "Highway No. 301."

•

Hollywood, Feb. 6.—Ronald Reagan will be master of ceremonies at this year's *Photoplay* "Gold Medal Awards" presentation to be held here on Monday at the Beverly Hills Hotel, it was announced by Fred R. Sammis, the magazine's editorial director.

•

ALBANY, Feb. 6.—Catholic opposition to Lux Film's "Bitter Rice," booked to open Wednesday at the local Ritz, took the form of a reminder at services in various parishes that the congregation should observe its Legion of Decency pledge by refusing to patronize the Italian film.

•

TORONTO, Feb. 6.—Steps to implement the "stimulate business" recommendations of regional exhibitor organizations in the Dominion were discussed at a meeting here presided over by J. Arthur Hirsch, president of Consolidated Theatres Limited, Montreal. Delegates of the box office promotion committee of the Motion Picture Industry Council attended.

•

WASHINGTON, Feb. 6. — Senator Bricker (R., O.) has declared that it is the responsibility of Congress and the Federal Communications Commission to make sure that "at least a proportionate part" of the television frequencies is reserved for educational use. He introduced a resolution to that effect in the Senate directing the FCC to make a thorough study of the problem and report to Congress with recommendations.

Mexican Views Vary On US Import Hike

MEXICO CITY, Feb. 6.—Though the trade is alarmed about the one per cent hike per lineal foot of film in U. S. import duties, some spokesmen hail the increase as a "blessing."

They contend that now only superior Mexican films can possibly succeed in the U. S., a situation that would be advantageous to the Mexican film industry from the standpoint of earnings and prestige.

Svigals Joins Scalera

Ed Svigals, formerly with Superfilm Distributing Corp., has joined Scalera Film Distributing Corp. as general sales manager. The first of a series of four films that Svigals will promote will be "Angels," due to open at the end of the month at the 60th Street Trans-Lux here.

TOA Meet

(Continued from page 1)

its members regarding a convention and exhibit and of the returns so far some 55 to 60 are opposed, according to Oscar Neu, TESMA president. Formal action calling off the convention must be taken by the board, which probably won't meet for a month or more, but prospects for the usual exhibit are remote.

Attending the TOA committee meeting here yesterday were Ted Gamble, Si H. Fabian, Chick Lewis, Herman Levy and Gael Sullivan.

Further convention matters will be taken up at the TOA board meeting, scheduled for April 4-6, in Washington at the Hotel Mayflower.

D.C. TOA Approves New COMPO Setup

WASHINGTON, Feb. 6.—The Theatre Owners Association of Metropolitan Washington, affiliated with Theatre Owners of America, approved at a meeting today the plan recently approved by the board of the Council of Motion Picture Organizations for enlarging COMPO's board of directors and establishing a new executive committee to provide new regional representation on both. This brings to nine the number of TOA regionals which have approved the plan.

A $25 per theatre assessment proposed by TOA for paying legal and technical talent in connection with TOA's request for special raido frequencies for theatre television also was approved by the Metropolitan Washington group.

Wants Okla. Delegate On New Compo Board

OKLAHOMA CITY, Feb. 6.—Theatre Owners of Oklahoma directors have ratified a proposal calling for one Oklahoma member on the projected new board of directors of the Council of Motion Picture Organizations.

Morris Loewenstein, TOO president, said the proposal was passed at yesterday's directors meeting here. The group also voted to invite Marc J. Wolf, International Variety chief barker, to speak at the TOO convention, set for March 18-20 at the Biltmore hotel here.

Para. Sets 11

(Continued from page 1)

bury and Henry Wilcoxon; and "Molly" (formerly "The Goldbergs") starring Gertrude Berg.

April: "Quebec," in Technicolor and starring John Barrymore, Jr., and Corinne Calvet; and "The Lemon Drop Kid," starring Bob Hope and Marilyn Maxwell.

May: "Appointment with Danger" (formerly "United States Mail"), starring Alan Ladd, and "The Last Outpost," a William Pine-William Thomas Technicolor production, starring Ronald Reagan and Rhonda Fleming.

June: "Dear Brat," starring Mona Freeman and Edward Arnold, and "Passage West," a Pine-Thomas Technicolor production, starring John Payne, Dennis O'Keefe and Arleen Whelan.

July: Billy Wilder's "Ace in the Hole," starring Kirk Douglas and Jan Sterling, and "Warpath," a Nat Holt Technicolor production, starring Edmond O'Brien, Dean Jagger, Forrest Tucker and Polly Bergen.

Scrap Rank-ELC Deal

(Continued from page 1)

Rank films on hand, all but one or two of them, including the controversial "Oliver Twist," already released.

ELC officials said new arrangements are in negotiation for distribution outlets in the Eastern Hemisphere for its future releases, but no deals have been closed yet.

It is assumed that virtually all Rank's distribution here will be through Universal in the future, although under its existing deal with Rank, Universal has the right to reject any Rank picture which it regards as unsuitable for distribution here. Rank is free to enter into other distribution arrangements, singly or in group, with other American companies for pictures so rejected by Universal. However, with his reduced production schedule in England, it is unlikely that there will be many such deals made here, and that the number of Rank pictures released by Universal in the future also will be reduced.

An important part of Rank production's activity now consists of joint deals with American companies, such as those entered into with Paramount and 20th Century-Fox. In such instances, the American distribution rights go to Rank's producing partner, not to Universal. This further reduces the amount of Rank product to be handled by the latter. However, John Davis, Rank's managing director, is scheduled to come here from London next month and may have new production plans to divulge at that time, possibly based on the recently reported activities of the British government to encourage an increase in production activity there.

Universal, under the world-wide supervision of Al Daff, has been putting emphasis on the sale of Rank's product here in a series of meetings with Universal's domestic sales force in the field.

ELC and Rank entered into their reciprocal distribution deal three years ago. It was originally announced as a five-year deal.

Reade Managers Win Cash Prize Awards

Cash prizes for the best managerial performances in the 40 theatres of the Walter Reade Circuit were presented to the winners by Walter Reade, Jr., yesterday at the company's regular monthly managers meeting at the home office.

Tied for first place in October were M. A. Sargent, Eatontown, N. J., drive-in; John Balmer, Carlton Theatre, Red Bank, N. J., and Mrs. Ann De Ragon, Paramount Theatre, Plainfield, N. J. Sargent was the winner in November, with Ralph Lanterman, Community Theatre, Morristown, N. J., in second place. Balmer and Guy Hevia, Mayfair Theatre, Asbury Park, N. J., tied for first place in December, with Herbert Gordon, Majestic Theatre, Perth Amboy, N. J., placing third.

Farewell Dinner For Edward Walton

Home office executives of Republic Pictures, headed by president Herbert J. Yates and James R. Grainger, executive vice-president, attended a dinner last night at the New York Athletic Club here for Edward L. Walton, who has resigned as assistant general sales manager and is leaving for Seattle to make his future home.

Cinema Productions

(Continued from page 1)

production chief, in a statement.

M. A. Lightman, CP president, is here from Memphis for the meetings. Other participants include Fred J. Schwartz, Samuel Rosen, S. H. Fabian, Cowan and others.

Sam Milner, 40, Dies

LOS ANGELES, Feb. 6.—Sam Milner, 40, Eagle Lion Classics Los Angeles branch manager, died here yesterday. In 1946 Milner became distribution manager for PRC and when Eagle Lion took over PRC, he became its branch manager here.

Ann Sheridan Wins $55,162 From RKO

HOLLYWOOD, Feb. 6.—Damages of $55,162 were today won by Ann Sheridan in her suit against RKO Pictures arising out of the studio's failure to star her in "Carriage Entrance."

A Federal jury of six men and six women decided that the sum represented her earnings during five months —April through August, 1949—while she was under contract to make the film. When she filed her action in the fall of 1949, Miss Sheridan originally sued for $350,000, but Federal James M. Carter ruled that the damages must be limited to the minimum payment guaranteed her under her contract. The additional $5,162 in the verdict represented interest and costs, it was explained.

Krim-Benjamin

(Continued from page 1)

should be necessary, it is believed, and the apparent continuing delay signifies either indecision or unwillingness on the part of the UA owners to proceed with the deal.

In either case, the chances of its being consummated now are generally regarded as less than they were at the beginning of this week.

Jacques Grinieff, who returned here from conferences on the Coast early this week with UA representatives, is reported now to be planning another bid for UA control. His earlier talks were held in abeyance pending the outcome of the Krim-Benjamin negotiations.

Install Variety Officers

INDIANAPOLIS, Feb. 6.—New officers of Indianapolis Tent No. 16, headed by chief barker Thomas McCleaster, were installed here in ceremonies presided over by Marc J. Wolf, international chief barker and member of the local tent. Other officers include Claude McKean, assistant chief barker, William A. Carroll, second assistant chief barker, Earl Herndon, property master, Ted Mendelssohn, doughguy, and Burdette Peterson, chairman of the Heart Fund.

RKO Objects to ELC 'Outlaw' Title Use

RKO yesterday petitioned U. S. District Court here for an injunction either to restrain Eagle Lion Classics from releasing Benedict Bogeaus' "My Brother, the Outlaw" under that title or to compel the company to advertise that the picture is not based on Howard Hughes' "The Outlaw."

The complaint states that "The Outlaw" earned $1,800,000 from bookings in 7,000 theatres, and that there are over 1,000 bookings yet to be filled for the picture.

Dismiss Four Firms From Poster Suits

PHILADELPHIA, Feb. 6.—Four film company co-defendants with National Screen Service in the seven independent poster company anti-trust suits brought in Federal District Court here were dismissed from the actions in a stipulation signed by U. S. District Judge James P. McGranery.

The stipulation eliminated Monogram, Republic, Eagle Lion and Film Classics from the suits. Attorney Jack M. Cohen who acted as counsel for Monogram, authored the stipulation dismissing the four companies.

A motion by plaintiffs for summary judgment in the various poster suits is due to be heard Feb. 15.

Asks High Court to Okay CBS Color TV

CHICAGO, Feb. 6. — The Federal Communications Commission has asked the Supreme Court to affirm the order of the Chicago three-judge court sustaining the FCC's color television decision, and also asked that the three-judge court's temporary restraining order be dissolved.

Allied-U.S.

(Continued from page 1)

job and declared that the meeting was chiefly to provide himself with background.

"The film industry is facing great changes and new kinds of competition," Morison said. "The Department has to be alert to these conditions." He said he wanted to get background from all branches of the industry and that there was no special significance to the fact that his "orientation course" had started with Myers' visit.

20th-Fox, SPG

(Continued from page 1)

The company also made the statement that it saw no reason for any additional layoffs for economic reasons for the remainder of the year.

Returned to their posts yesterday were James O'Neil, magazine contact, and Harry Hochfeld, of the art department. It is understood that efforts are still being made to re-instate a third person of the five laid off. Of the seven clerical workers also laid off, six have been assigned to other 20th-Fox departments, it is reported.

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VOL. 69. NO. 28 NEW YORK, U. S. A., THURSDAY, FEBRUARY 8, 1951 TEN CENTS

Benjamin and Krim Given Provisional U.A. Control

Pickford, Chaplin Sign Contract Which Is Placed in Escrow Pending Wind-up of Legal Details; May Take Over U.A. in Week or Two

Having reached a formal agreement in Hollywood around midnight Tuesday, Mary Pickford and Charles Chaplin, owners of United Artists, yesterday placed in escrow a signed contract which gives management control of UA to Robert Benjamin and Arthur Krim, industry executives and attorneys, on the consummation of legal formalities which will complete the deal.

Their Offer for UA Control Signed



R. Benjamin Arthur Krim

It is estimated that it may take another week or two to complete the remaining legal formalities, foremost among which is the disposition of the option to acquire control of UA, which Miss Pickford and Chaplin gave to Paul V. McNutt, Frank L. McNamee and Max Kravetz last July.

However, no serious obstacle to an agreement is foreseen, inasmuch as it was McNutt who first approached Benjamin and Krim some months back and eventually interested them in proposing a financing formula for UA. Pending the settlement of that and other less important legal details, the signed contract will remain in escrow with Loyd Wright, Chaplin's attorney on the Coast.

The deal provides that Benjamin and Krim will supply cash for current

(Continued on page 3)

Industry Men Skeptical of Zenith Claims

$1-Billion Annual Gross Is Phonevision Vision

By VAUGHAN O'BRIEN

Considerable skepticism about Zenith Radio's claims for the first four weeks of the Phonevision test being conducted in Chicago was evinced by a cross-section of the industry queried here yesterday.

A potential annual gross of a billion dollars, with producers receiving half that as their share was projected in a statement released in Chicago yesterday by E. F. McDonald, Jr., Zenith president. This figure was reached by relating the results of the 300-family test directly to the present estimated TV audience of 10,000,000 sets.

The validity of this method of pro-

(Continued on page 6)

Italians May Not Require U.S. Trip

First indication that Italy's film industry representatives may not come here for negotiations with the Motion Picture Association of America as previously scheduled was given yesterday.

John G. McCarthy, MPAA foreign department chief, disclosed here that a conference is being planned in Paris between the Italian officials and Gerald Mayer, MPAA's representative in France.

It was held possible that an agree-

(Continued on page 6)

Out-of-Living-Room Campaign Is Urged

As one way of combating the effects of television, Arthur L. Mayer, executive vice president of the Council of Motion Picture Organizations, urged exhibitors yesterday to unite with other business men in cooperative newspaper advertising campaigns designed to persuade people to quit their homes and go downtown for their entertainment at least one evening a week.

In a letter to the heads of exhibitor organizations, Mayer described the

(Continued on page 6)

McCullough Will Tour Exchanges on Raw Stock Savings

WASHINGTON, Feb. 7.—The industry's distributors have given a green light to the Motion Picture Association's plan for having conservation director John McCullough tour the nation's exchanges preaching raw stock conservation.

According to MPAA officials, all the distributors have now cleared the plan, and McCullough is starting at once with a trial run in Buffalo. Then he'll return to New York, swing around the East and then set out for the rest of the country. The idea is for McCullough to explain to the staffs the present tight raw stock situation and the need for handling film carefully and taking other conservation steps.

There were three other developments today in the raw stock situation:

DuPont officials notified MPAA

(Continued on page 6)

MPA Board Men See Cut 'Twist' Version

Representatives of the board of directors of the Motion Picture Association of America attended a screening here Tuesday night of the new version of "Oliver Twist," prepared after the 73 deletions ordered recently by Production Code Administrator Joseph I. Breen had been made.

Regular members of the MPAA board, company presidents for the most part, did not attend the screen-

(Continued on page 6)

UA Deal to Signal Early SIMPP Parley

Now that the United Artists situation is near to clarification, it is expected that Ellis G. Arnall, president of the Society of Independent Motion Picture Producers, will set an early date for a Society board meeting on the Coast. Arnall had hoped to hold

(Continued on page 3)

House Un-American Group Aims at New Coast Probe

WASHINGTON, Feb. 7.—Republican members of the House Un-American Activities Committee are talking about demanding the reopening of the hearings on alleged Communism in Hollywood in an attempt to get proof of Communist penetration of the film colony.

They say the Fall, 1947, hearings were cut off "just when things were getting interesting, just when we might have turned up something."

It's still too early to say what the Democrats will do if the Republicans formally make this demand. Chairman Wood (D., Ga.) has been holding off an organizing meeting of the

(Continued on page 6)

Deal Expected to Give Quick Lift To Harassed U.A.

Signing of the deal for the transfer of United Artists' management control in Hollywood late Tuesday night came at one of the most crucial periods in the hectic 32 years of the company's history.

Almost completely deprived of new product as a result of the prolonged uncertainty about the company's current status and future prospects, its distribution revenue was reduced to a point at which the company was operating in the red at a rate in excess of $500,000 annually, and its cash and other liquid reserves were near to exhaustion.

Bankers and others close to the situ-

(Continued on page 3)

'Yesterday' Recalls 'Good-Old-Days'

With the start yesterday of its fourth week at the Orpheum in New Orleans, Columbia's "Born Yesterday" became the third film in the history of that house to play four weeks, Columbia stated here yesterday. It has been three years since a picture has stayed four weeks at the house, Columbia said.

SMPTE to Expand Staff and Program

HOLLYWOOD, Feb. 7.—Expanded activities by the Society of Motion Picture and Television Engineers will include a larger staff and office space for the national headquarters in New York, an increase of 72 per cent in publications and an accelerated program of engineering projects, it is reported here by Peter Mole, president, following his return from New York and Washington.

The program was adopted at the recent annual budget meeting of the Society, over which Mole presided. He said that projects of major importance to the Society are motion picture film standards; conversion to more extensive use of color films; use of films in television broadcasting; the lighting of television studios; and use of motion pictures in industrial, military and medical research, as well as a nation-wide study of projection conditions in motion picture theatres.

20th-Fox Branch Heads Meet Here

Branch managers representing the Empire State and Mid-East divisions of 20th Century-Fox met yesterday at the home office with Martin Moskowitz, Empire State manager, presiding. The meeting was called as a follow-up of the recent division managers meeting here.

Attending were Abe Dickstein, N.Y. branch head, and Alex Arnswalder and Joseph St. Clair of his staff; Sam Diamond, Philadelphia branch chief and Nat Rosen of his office; Glenn Norris, Washington branch manager and Ira Sichelman and John J. Leary; Dan Houlihan, Albany branch manager; and Charles Kosco, Buffalo branch manager. From the home office were vice-presidents Andy W. Smith and Charles Einfeld, assistant general sales manager W. C. Gehring, Lem Jones, executive assistant to Smith, and Roger Ferri, editor of the "Dynamo."

Tough Georgia Bill On Censorship Killed

ATLANTA, Feb. 7.— A tough state film censorship bill has been killed in committee here. Jack Bryson of the MPAA is here in connection with the fight against the censorship measure and other bills aimed at the industry in the Georgia legislature.

Personal Mention

DORE SCHARY, M-G-M vice-president in charge of production, will be awarded the Humanitarian Service Medal by the Los Angeles advisory board of the Denver Sanatorium-Jewish Consumptive Relief Society on Saturday at the Beverly Hills Hotel, in California. GEORGE MURPHY will be toastmaster at the event.

•

JEAN CARMEN DILLOW and JOHN JAY will leave here for Europe Saturday to examine locations for a future production.

•

BOB HOPE expects to sail for England in mid-April to open a two-week engagement at the London Palladium.

•

BARNEY BALABAN, Paramount Pictures president, is due to return here in about two weeks from a Florida and Nassau vacation.

JAMES A. MULVEY, Samuel Goldwyn Productions president, is due back here from the Coast at the weekend.

•

BEN KAUFMAN, former field exploiteer for M-G-M, Universal and United Artists, has joined HAROLD M. COULTER's advertising-promotion department at Mutual Broadcasting here.

•

NED E. DEPINET, president of RKO Pictures Corp., is back here from the Coast.

•

HERBERT J. YATES, president of Republic, is in New York from Hollywood.

•

NICHOLAS M. SCHENCK, president of Loew's, Inc., is vacationing in Florida.

Cinema Prod. Plans Start on Feb. 15

The exhibitors backing Cinema Productions will know by next Thursday precisely what the organization's time-table will be with respect to production of its initial picture, "Main Street to Broadway," M. A. Lightman, CP president, reported here yesterday.

On that day, Robert Sherwood, whose Council of the Living Theatre is cooperating in the production, will present a completed screenplay to the CP board, Lightman explained. Thus, he said, next Thursday will be CP's official starting day. Thereafter it will be a matter of lining up a cast and arranging for filming activity in New York City, where the picture will be made in its entirety, the CP president said.

Lightman is in New York from Memphis for meetings with other CP executives, including Lester Cowan, production chief. Distribution arrangements will not be set until later, Lightman said.

Orders End of Bingo In Buffalo Area

BUFFALO, Feb. 7.—Orders to halt bingo and card games on the outskirts of Buffalo which take place in theatres or halls have been issued by Sheriff Britt. The sheriff has directed that arrests be made if violations are found. A directive similar to that isued by Britt was given by Police Commissioner Noeppel several days ago, applicable to Buffalo.

Palsy 'Affair' Benefit

BUFFALO, Feb. 7.—Close to $4,000 was turned over to the Cerebral Palsy Association as a result of last night's benefit performance in the Center here, which featured a preview of Paramount's "September Affair."

Sells Irwin, Ia., Theatre

IRWIN, Ia., Feb. 7.—Martin Axeland has sold the Irwin Theatre here to Julius Wareberg, effective March 1.

'Brotherhood' Plans Reaching Full Tide

With Brotherhood Week activity reaching a peak in preparation for the official observance Feb. 18-25, reports from cities throughout the nation are beginning to flood the office of Charles M. Reagan, national chairman of the amusements division.

Offered as a plan for every city in the nation is one submitted by Edward C. Johnson, exhibitor co-chairman for Michigan, who has lined up a giant "Brotherhood" rally in Bay City, Michigan, on the stage of a local theatre. Admission will be enrollment in and a contribution to the National Conference of Christians and Jews, sponsors of Brotherhood Week.

The plan includes a proclamation by the mayor; complete cooperation of newspapers and radio stations for publicity; entertainment with all races and religions represented; participation by Lions, Rotary, Kiwanis and Exchange clubs; participation, also, by local high school bands and choirs as well as any other talent that can be secured; speeches by the mayor and leaders of the local church council announcement of the rally from all church pulpits as well as by the Chamber of Commerce.

U. S. to Protest to Soviet on 'Crowd'

WASHINGTON, Feb. 7.—The State Department undoubtedly will protest to the Soviet Union on the unauthorized showings of M-G-M's "The Crowd Roars," a Department official said. He indicated this would merely be a formal follow-up to the earlier Department note protesting unauthorized Soviet showings of two Columbia films.

Ferretti Joins Alton

J. J. Ferretti, for many years Eastern representative of the U. S. Air Conditioning Corp., has been appointed Eastern representative for the Alton Manufacturing Co. of Dallas, Texas, which specializes in the manufacture of theatre air-conditioning equipment.

Regents to Judge 'Miracle' Thursday

ALBANY, Feb. 7.—Dr. Hugh M. Flick, director of the Motion Picture Division of the New York State Education Department, has arranged a screening of "The Miracle," controversial Italian-made short-feature, for the Board of Regents in conjunction with its scheduled meeting here next Thursday.

The film, produced by Roberto Rossellini and distributed in the U. S. by Joseph Burstyn, Inc., will be screened for the board at the local Warner projection room.

A Regents subcommittee has been conducting an inquiry into whether the license for the picture should be revoked. The inquiry arose out of charges that the film is "sacrilegious."

Following a screening in New York, the subcommittee agreed that the charge was accurate. It is probable that the Regents will announce their decision the day following the screening here.

Burstyn challenged, in a Supreme Court action here and at a New York subcommittee hearing, the Regents' authority to revoke or threaten to revoke a license for a film after the division has issued a seal. Justice Roscoe V. Elsworth refused to make a declaratory judgment that the Regents do not have such power.

US Won't Protest France-Reich Pact

WASHINGTON, Feb. 7.—The State Department has taken the stand that it has no basis for protesting a Franco-German pact setting a quota limit on the number of French films to be imported into Germany each year.

The Motion Picture Association protested the pact, which it termed a "secret agreement," and the Department ordered its Frankfurt Embassy to investigate. It was learned that the Department has now told MPAA that the French-German agreement is only an interim agreement and that it really is no different from pacts U. S. producers have entered into in other countries fixing a quota on U. S. films. Therefore, the Department says, the matter will have to go unchallenged for the time being.

MPAA's concern, and the Department's, was that the French-German pact would set a bad precedent for unrestricted U. S. imports.

Name Mackenna to TOA

BUFFALO, Feb. 7.—George H. Mackenna, manager of Basil's Lafayette, has been named regional vice-president of the Theatre Owners of America, representing the Motion Picture Theatre Owners of Western New York, on the national TOA board.

Snyder Tops IATSE Unit

HASTINGS, Neb., Feb. 7.—IATSE, Local 586, again has elected State Treasurer Wally Snyder as head of the Hastings Union.

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McNutt Could Mean Krim and Benjamin

"Paul V. McNutt, United Artists board chairman, stated today that arrangements for refinancing UA have been made. Announcement as to details will be forthcoming in a very few days."

The foregoing is, verbatim, a statement released by the UA home office yesterday. It is assumed that McNutt referred to the Arthur Krim-Robert Benjamin agreement concluded with Charles Chaplin and Mary Pickford on the Coast early yesterday.

Krim-Benjamin in U.A. Control Deal

(*Continued from page* 1)

UA operations and for financing of producers releasing through the company. There is no specific ceiling on the financing arrangements but it is anticipated that current cash requirements will amount to approximately $1,000,000 and an initial production fund of about $2,000,000 will be made available. Both could be increased in time.

All financial arrangements have been completed by Benjamin and Krim with Walter Heller & Co., Chicago factors, with whom they have been associated as counsel. Heller already has considerable sums invested in independent production financing, some of which might find its way onto the release schedule of UA, in addition to that to be attracted by the new management. Reliable sources indicate that Heller is prepared to advance as much as $4,000,000 to Benjamin and Krim, as required.

Principals in the deal are withholding details until the agreement actually is consummated, but reports indicate that, in addition to immediate management control of UA, the Benjamin-Krim team will receive 50 per cent of the UA stock at once, a voting trust on another 10 per cent and an option for ultimate acquisition of the Pickford-Chaplin held 40 per cent after a specified period of profitable operation of the company. Their acquisition of immediate management control is basic, in any event.

Negotiations on the deal have been under way for the past several months, during which time the Benjamin-Krim team meticulously avoided any over-optimistic or premature forecasts of the ultimate outcome, having in mind the unpredictable personalities with whom they were dealing and the fate of earlier negotiations by others. For example, as the UA board of directors last summer was approving and preparing to close a deal for control of the company with Sam Katz and Stanley Kramer, unbeknownst to the directors, Miss Pickford and Chaplin were closing the deal with the McNutt-McNamee-Kravetz group.

The negotiations came to a head a week ago and Krim went to the Coast with papers ready for signing. The talks hung fire over the past weekend, however, leading to misgivings about the closing of the deal, but the late Tuesday night talks ended with the Chaplin-Pickford signatures on the papers. Krim was due back here from the Coast late last night. Wright is expected to leave the Coast on Tuesday by train for New York, where he is scheduled to release a detailed statement covering the deal.

New UA President

It is assumed that Krim will become president of UA, replacing McNamee, and that Benjamin may become chairman of the board in the event that McNutt decides not to remain with the company. That decision is expected to be up to McNutt. If he remains, Benjamin would become a member of the board and possibly might hold some executive post. Kravetz would not continue with the company.

Benjamin and Krim have made no commitments for executive posts but it is known they favor reassembling, if they can, some of the executive staff that started Eagle Lion together. Krim was formerly president of E-L. No decision has been made either on Gradwell L. Sears, former president of UA, now vice-president in charge of distribution. Sears' contract expires at the end of this year but provides for pension payments for another 10 years if he is retired.

Both Krim and Benjamin will continue as partners in the industry law firm of Phillips, Nizer, Benjamin & Krim, and Benjamin will continue as president of the J. Arthur Rank Organization here.

Krim, who from 1946 to 1949 served as president of Eagle Lion Films, is 40 years old. In 1932, upon graduation from Columbia University, he became a member of the New York law firm of Phillips, Nizer, Benjamin and Krim, and in 1940 was appointed general counsel of National Theatre Service.

Former NSS Treasurer

In November, 1945, after wartime service with the U. S. armed forces, Krim was elected treasurer of National Screen Service, a post he held for a year before assuming the Eagle Lion presidency. Since leaving Eagle Lion in 1949, Krim has devoted the major part of his time to the interests of Phillips, Nizer, Benjamin & Krim.

Benjamin, president of the J. Arthur Rank Organization here since 1946, is also vice-chairman and a director of that company. He is a director of Universal Pictures, and is a director and general counsel of Pathe Industries and its subsidiary, Eagle Lion. Another industry post held by Benjamin was vice-president of Pathe Films Corp.

Born in New York in 1909, Benjamin became a partner in the law firm of Phillips, Nizer, Benjamin & Krim in 1935, after serving in it since 1926 as a clerk and then an attorney. He earned his law degree at Fordham and a B.A. at C.C.N.Y. Benjamin was a major in the U. S. Signal Corps during World War II.

Lift to UA

(*Continued from page* 1)

ation have repeatedly stated, nevertheless, that UA has continued to meet every cash obligation promptly throughout the past seven months of its progressively graver emergency. One of the important factors in the situation was domestic revenue receipts of substantial proportions during the earlier part of the period from Stanley Kramer's "The Men," and, in the more recent part of the period, cash remittances of previously blocked foreign earnings. The latter were received in large amounts over a period of several months and came as a "windfall" to the harassed company.

Held to 3 Releases

Since general release of "The Men" last August, shortly after the Paul McNutt-Frank McNamee-Max Kravetz group took over UA management, the company was able to release only three pictures—Gregory Ratoff's "If This Be Sin," last September; the Goldsmith - Caspary - Reis production, "Three Husbands," in December, and Robert Stillman's "The Sound of Fury" in January. Currently, it is preparing to release Harry Popkin's "Second Woman" over the producer's protests.

The Kramer production, "Cyrano de Bergerac," is being roadshown and will not be ready for release until next year. During the roadshow period, UA is entitled to only 10 per cent distribution fee, instead of the normal 27½ per cent for pictures in general release.

Completed pictures which have not been turned over to UA by producers having releasing deals with the company include "The Scarf," Goldsmith-Caspary production; "New Mexico," an Irving Allen-Irving Reis production; S. P. Eagle's "The Prowler"; W. Lee Wilder's "Three Steps North," and Stillman's "Queen for a Day."

In addition, Popkin has "The Well" shooting, and UA holds commitments for release of the following, which are in preparation: Stillman's "Island in the Sky," Kramer's "High Noon" and "The Children," (which will complete his commitments to UA); Popkin's "The Hard Pillow," Wilder's "Desert Brigade," and Goldsmith - Caspary's "The Gardenia."

Trade sources consider it highly likely that with the company getting a new start now, producers with completed pictures will turn them over to UA promptly and that those with commitments will fulfill them.

New production financing capital of an estimated $2,000,000 will permit the company to line up new product promptly, it is believed, which will start showing up on the company's release schedule next fall. The high esteem in which the industry holds Benjamin and Krim, likewise, is expected to stand the company in good stead in the event that the product immediately on tap proves inadequate to tide it over until the newly financed product is ready for delivery.

In that connection, it is recalled that Gradwell L. Sears, as UA president, several years ago was able to purchase a block of completed pictures from Paramount to tide UA over an earlier period of product famine. The same industry sympathy for UA's position prevails today and is evidenced in a widespread desire to see the company helped back to its old prominent position in the industry.

Wilder is en route from Italy aboard the *S. S. America* which is expected to dock in New York today. He has a four-picture contract with UA, one of the films, "Once a Thief," being in release at present. Associates of the producer here indicated that he would confer with UA sales officials immediately upon his arrival to secure as much information as possible on the new development.

Popkin was in meetings the greater part of yesterday with Sears and other UA officials, and although the producer himself was not available for comment, an associate indicated it was likely the changed UA situation would induce Popkin to withdraw his protest against the company's release of "The Second Woman." Popkin will be in New York two weeks and presumably will "iron out" his problems with the company within that time, it was indicated.

Meanwhile, the Danziger Brothers, who do not at present have a contract with UA, may seek a deal with the company for release of their "Saint Benny, the Dip," now that the Krim-Benjamin arrangement has been signed, according to a source close to the producers.



SIMPP Parley

(*Continued from page* 1)

the meeting no later than the end of this month, and he made the date for it indeterminate because much of what is scheduled for discussion hinges on UA's future.

Arnall, who now is in Atlanta, is due back in New York next Tuesday or Wednesday. He may set the SIMPP meeting date upon his arrival here, and if he does it is expected to be earlier than the end of the month.

The board is expected to approve at its meeting the changes to be made in the corporate structure of the Council of Motion Picture Organizations.

Seaboard Names Curran

Charles W. Curran has been named sales manager of Seaboard Studios, producers of television commercials and business films. Curran formerly was president of the Sampling Plan, Inc., a sales promoting service.

GENERAL RELEAS

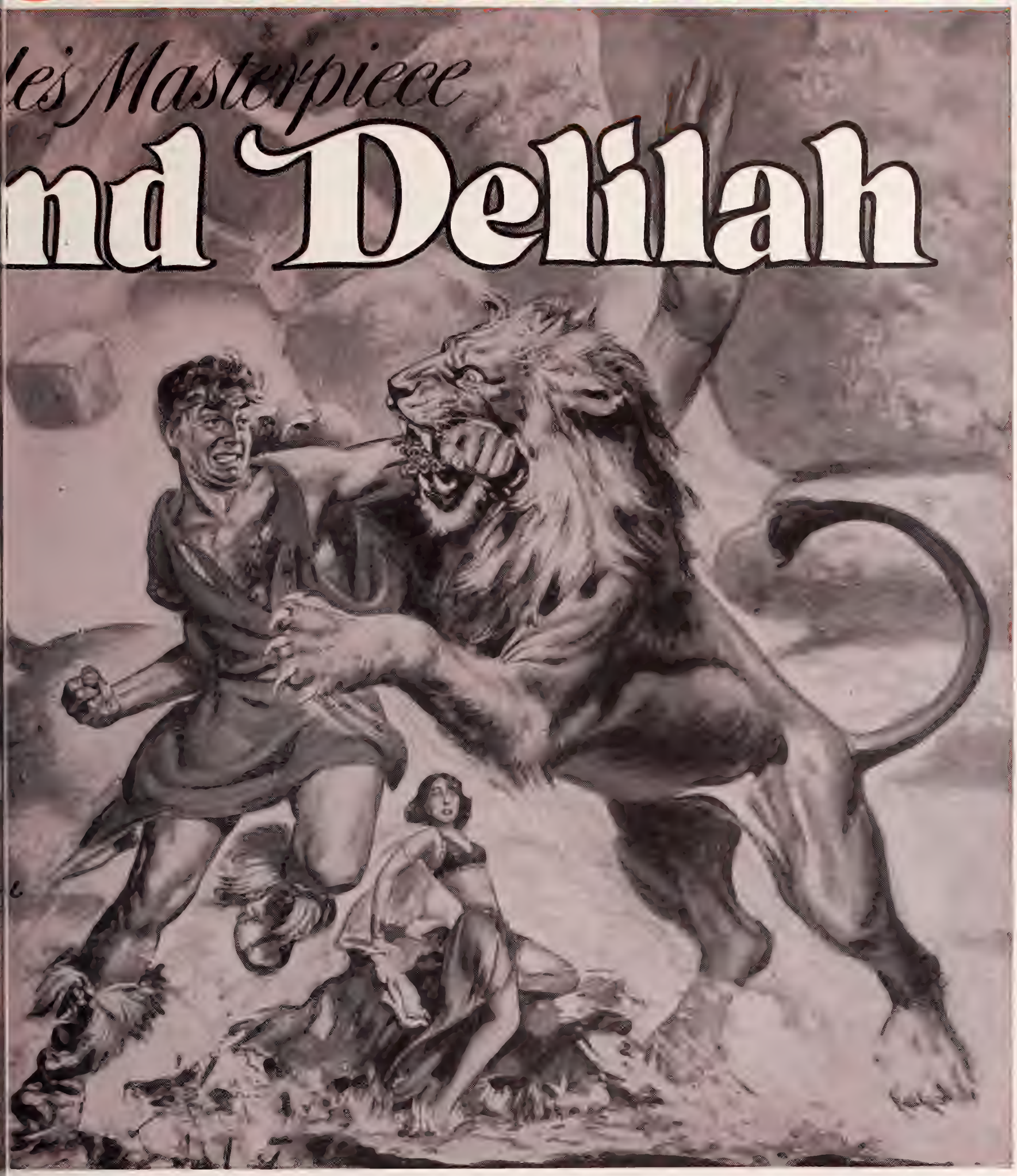


Cecil B. DeMille's "SAMSON AND DELILAH" starring Hedy Lamarr · Vi

Produced and Directed by Cecil B. DeMille · Screenplay by Jesse L. Lasky, Jr. · Fredric M. Frank · From original treatme

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SSER OF OUR TIME!

BROTHERHOOD WEEK—February 18-25 Brotherhood—for Peace and Freedom Believe it! Live it! Support it!

Raw Stock

(Continued from page 1)

chief Joyce O'Hara that they had completed their re-study of their 25 per cent production cutback and would deliver their answer to him Friday. O'Hara will go to Wilmington to discuss the matter. Industry officials expressed the fear that the speed with which DuPont acted indicates the company will say it cannot restore any of the production.

O'Hara, assistant Jerry Cahill, and National Production Authority film chief Nathan D. Golden discussed the supply situation with L. W. Munchmeyer, assistant general manager of Ansco, at a luncheon meeting. Participants said no particular conclusion was reached and that the meeting was devoted to an exchange of problems in very general terms.

MPAA officials indicated they are working up a program for raw stock conversation by the Hollywood studios, and hope to have something ready early next week.

All industry figures connected with the raw stock situation stress that nothing can really be done until there are some figures as to industry and government needs during the next six months.

AFM-TV Meet Today

The third meeting between James C. Petrillo, president of the American Federation of Musicians, and the television networks' representatives, in the negotiations for new union contracts, will take place this morning at Petrillo's office here.

Zenith Claims Questioned

(Continued from page 1)

jection was the chief question posed by industry observers here, many of whom have followed the test closely. For example, it was pointed out, Zenith's 300 test families were picked from those who made applications, thus giving persons already pre-disposed toward Phonevision the guinea pig role.

Not Zenith, but the University of Chicago's National Opinion Research Center picked the final 300 families, but the original panel came entirely from persons desiring to take part. The assumption that all of the nation's TV set-owners would prove as ready to install the Phonevision device is considered "optimistic," to put it mildly, by some film men.

Zenith's statement reports that each test family saw, after the novelty of the first week wore off, an average of 1.8 films per week, or as translated by McDonald, they "are seeing movies more than three times as often at home as the average American sees them at the movie houses."

In appraising this statement, industry men pointed out that the product used by Zenith for the test, though from two to three years old, is almost invariably top films with proven records as attractions, and high re-issue value. As one exhibitor commented, "If a theatre-owner could be assured of a steady stream of pictures as good as Phonevision is showing, he would have little to worry about at the box-office."

Others mentioned that Phonevision's novelty value did not last very long, as shown by Zenith's report that viewing fell off from a first week's average of 3.1 films per family to the 1.8 for the latter three weeks. If interest dropped off to that extent in one week, it was asked, how far will it drop in six weeks—or six months?

Zenith replies, "We fully expect that as the novelty wears off and after our test families have received their first month's bill, our patronage may decline during the second and third month of the test."

McDonald's statement appeared to be aimed primarily at Hollywood's producers, with increased "box-office" through Phonevision's $1 per film fee described as enabling "Hollywood to add a heretofore unavailable audience," with annual returns to producers estimated at more than $450,000,000, by Zenith.

Paul Raibourn, head of Paramount Pictures' television operations, was content to remark that the above estimate "would be wonderful news for Hollywood—if true."

Halpern's Views

Nathan Halpern, theatre television consultant to the Theatre Owners of America and Fabian Theatres, referred to a prognosis he made last summer in a report delivered to the Southern California Theatre Owners. His estimate of the total audience available to Phonevision "under the most favorable conditions" was 20 per cent, remarkably close to the findings of the test itself.

Returns on films to the companies was estimated by Halpern on a picture-by-picture basis, however, and it was not as glowing as Zenith's round-figure estimate.

"It is doubtful that Phonevision would result in film rentals of more than $250,000 on the average for grade "A" feature films, under a fully developed nationwide television system. Compare Phonevision's $250,000 with the better than $1,500,000 on the average in domestic rentals currently received by Hollywood from theatre exhibition of these same films.

"Under the most favorable conditions, it is doubtful that Phonevision would bring Hollywood films rentals exceeding $500,000 for its few top films, as compared with $4,000,000 to $5,000,000 for such films from theatres," Halpern concluded.

FCC Extends Phonevision Test to March 31

WASHINGTON, Feb. 7.—The Federal Communications Commission today extended until March 31 the period during which Zenith is authorized to test its Phonevision system in Chicago. The Commission pointed out that Zenith had originally been given from Dec. 1 to Feb. 28 to make the tests, and that since it hadn't started until Jan. 1, it felt it only fair to add a month at the end.

First Color TV Short

HOMOSASSA, Fla., Feb. 7.—The first television color short for commercial use is being made here, showing backstage operations of the Pine-Thomas' "Crosswinds" troupe on location. The color short, being produced by Gene Lester for use by CBS, stars John Payne, Rhonda Fleming and Forrest Tucker.

New date for Warner Bros.' Trade Show of

"LIGHTNING STRIKES TWICE"

FEBRUARY 19

ALBANY
Warner Screening Room
79 N. Pearl St. • 12:30 P.M.

ATLANTA
20th Century-Fox Screening Room
197 Walton St. N.W. • 7:30 P.M.

BOSTON
RKO Screening Room
122 Arlington St. • 2:30 P.M.

BUFFALO
Paramount Screening Room
464 Franklin St. • 2:00 P.M.

CHARLOTTE
20th Century-Fox Screening Room
308 S. Church St. • 2:00 P.M.

CHICAGO
Warner Screening Room
1307 So. Wabash Ave. • 1:30 P.M.

CINCINNATI
RKO Palace Th. Screening Room
Palace Th. Bldg. E. 6th • 8:00 P.M.

CLEVELAND
Warner Screening Room
2300 Payne Ave • 8:30 P.M.

DALLAS
20th Century-Fox Screening Room
1803 Wood St. • 2:00 P.M.

DENVER
Paramount Screening Room
2100 Stout St. • 2:00 P.M.

DES MOINES
Paramount Screening Room
1125 High St. • 12:45 P.M.

DETROIT
Film Exchange Building
2310 Cass Ave. • 2:00 P.M.

INDIANAPOLIS
20th Century-Fox Screening Room
326 No. Illinois St. • 1:00 P.M.

JACKSONVILLE
Florida Theatre Bldg. Sc. Rm.
128 E. Forsyth St. • 8:00 P.M.

KANSAS CITY
20th Century-Fox Screening Room
1720 Wyandotte St. • 1:30 P.M.

LOS ANGELES
Warner Screening Room
2025 S. Vermont Ave. • 2:00 P.M.

MEMPHIS
20th Century-Fox Screening Room
151 Vance Ave. • 2:00 P.M.

MILWAUKEE
Warner Theatre Screening Room
212 W. Wisconsin Ave. • 2:00 P.M.

MINNEAPOLIS
Warner Screening Room
1000 Currie Ave. • 2:00 P.M.

NEW HAVEN
Warner Theatre Projection Room
70 College St. • 2:00 P.M.

NEW ORLEANS
20th Century-Fox Screening Room
200 S. Liberty St. • 8:00 P.M.

NEW YORK
Home Office
321 W. 44th St. • 2:30 P.M.

OKLAHOMA
20th Century-Fox Screening Room
10 North Lee St. • 1:30 P.M.

OMAHA
20th Century-Fox Screening Room
1502 Davenport St. • 1:00 P.M.

PHILADELPHIA
Warner Screening Room
230 No. 13th St. • 2:30 P.M.

PITTSBURGH
20th Century-Fox Screening Room
1715 Blvd. of Allies • 1:30 P.M.

PORTLAND
Jewel Box Screening Room
1947 N.W. Kearney St. • 2:00 P.M.

SALT LAKE
20th Century-Fox Screening Room
216 East 1st South • 2:00 P.M.

SAN FRANCISCO
Paramount Screening Room
221 Golden Gate Ave. • 1:30 P.M.

SEATTLE
Modern Theatre
2400 Third Ave. • 10:30 A.M.

ST. LOUIS
S'renco Screening Room
3143 Olive St. • 1:00 P.M.

WASHINGTON
Warner Theatre Building
13th & E. Sts. N.W. • 10:30 A.M.

Keeps Tabs on Home Team by Theatre TV

Albany, Feb. 7.—Fabian's Palace Theatre here has completed arrangements for an exclusive theatre telecast screen showing of the Siena-Georgetown basketball game, Feb. 20.

The contest, an away-from-home game for Siena, local Albany college, will be televised from the Uline Arena in Washington, D. C., a distance of 350 miles from the theatre.

'Oliver Twist'

(Continued from page 1)

ing, hence no immediate decision on whether a code seal should be issued to the controversial picture in its present form is expected. Presumably, the board representatives who attended the screening will report back to the board itself in a week or two, at which time a decision is looked for on the appeal of Eagle Lion Classics, the distributor, from Breen's original denial of a code seal. The board had referred the matter back to Breen for reconsideration, with his request for deletions resulting. ELC made all of the deletions requested.

Breen, who conferred here with ELC and MPAA officials this week, left for Washington last night, before returning to Hollywood.

Trip to U. S.

(Continued from page 1)

ment in principle could be reached at a Paris conference, thus making unnecessary a trip to the U. S. by the Italians. At any rate, it was said, a meeting in Paris could determine whether there is a common ground for discussion of problems.

The problems between the two industries center around quotas, remittances and the Italians' desire to have MPAA companies represented on the Italian equivalent of the MPAA.

Compo Urges

(Continued from page 1)

suggestion as a "modest start" on a campaign to offset the claims of television that there is no reason to leave one's home for entertainment.

"Hotels, restaurants, bowling alleys, clothing shops, transportation companies," he wrote, "should be as desirous of getting people out of their homes at night as exhibitors are. The local newspapers should prove allies in such a venture, not only because they would profit from this particular advertising, but because television, by capturing a large slice of national advertising has made serious inroads on their income."

Un-American Group

(Continued from page 1)

committee in an attempt to line up a program of his own, and won't say whether Hollywood hearings are on his agenda. At least one other Democrat, Rep. Walter of Pennsylvania, has demanded reopening of the hearings but for an opposite reason. He wants to give Hollywood workers whose names have been mentioned a chance to clear themselves. Walter is seriously thinking of quitting the Committee shortly.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 69. NO. 29 NEW YORK, U. S. A., FRIDAY, FEBRUARY 9, 1951 TEN CENTS

UA Agrees to Halt Popkin Film Bookings

Cuts 44 Dates Pending Krim-Benjamin Meetings

United Artists officials have agreed in conference here with independent producer Harry Popkin to pull all but about six of the 50 dates which were set for "The Second Woman" until the producer learns from Arthur B. Krim and Robert S. Benjamin the details of the latters' deal for financing the company.

Popkin reported this last night, indicating at the same time that he expected to confer here with Krim and Benjamin later in the evening or sometime today. Krim returned to New York yesterday afternoon following signing of the refinancing deal on the Coast last Tuesday midnight.

The producer said he agreed to permit six first-run dates for the picture to stand since openings were so close that cancellations would have seriously inconvenienced the theatres. The picture is showing currently at the Rivoli on Broadway here.

Popkin, who expressed satisfaction with the arrangement he reached with UA officials on the cancellations, re-

(*Continued on page 6*)

Ohio Bill Widens Local Tax Power

COLUMBUS, O., Feb. 8.—A bill that would extend admission tax powers to 1,200 additional Ohio political subdivisions has been introduced in the Ohio legislature by Reps. Kenneth A. Robinson, Marion, and Fred Cassel, Wyandot, both Republicans. The measure would empower township trustees to impose admission taxes not to exceed three per cent.

About 95 per cent of all Ohio drive-ins would face imposition of the tax,

(*Continued on page 6*)

Vote $200,000 for House 'Red' Probe

WASHINGTON, Feb. 8.—The House today voted $200,000 for the House Un-American Activities Committee to continue its work in 1951.

The action came as Republican committee members are pressing for a renewed probe into alleged Communism in Hollywood. As yet, Democratic committee members have not joined the Republicans in their demand.

No Anti-Industry Bills in Indiana

Washington, Feb. 8.—Jack Bryson, Motion Picture Association of America's legislative representative, reports that the deadline for introducing bills in Indiana has passed without any measures having been proposed that might hurt the industry.

In West Virginia, he said, sponsors of a bill to allow municipalities to levy a four per cent admission tax have cut the figure to two per cent in the hopes of winning agreement from exhibitors who are now fighting the measure. However, the exhibitors have not yet indicated whether they will go along with the lower levy.

'Star Pool' Gains Favor

Edward Lachman, former president of Allied Theatre Owners of New Jersey, reported yesterday from his headquarters at Boonton, N. J., that his proposal for a "star pool" for personal appearance purposes is rapidly gaining acceptance among producers and exhibitors.

The plan is for a reserve of Hollywood actors and actresses who would be drawn upon at regular intervals for brief personal appearances in conjunction with regular motion picture theatre programs. It is intended to make small-town theatres the principal beneficiaries of such an arrangement.

Lachman had intended to present the proposal to delegates at the Tri-States Theatre Owners Association convention in Memphis last week but

(*Continued on page 3*)

BELIEVERS IN A FREE PRESS ASKED TO AID A FREE SCREEN

CHICAGO, Feb. 8.—Adherents to the belief in a free press were called upon today to aid the motion picture in its efforts to rid the screen of censorship.



M. A. Bergman

"We in the motion picture business believe that a free screen is imperative to a healthy democracy and for that reason we oppose political censorship and believe that all who must indulge in the benefits of a free press should join with us in our attempt to rid the screen of censorship," Maurice A. Bergman, Universal Pictures executive told members of the Publicity Club of Chicago at their luncheon at the Wedgewood Room of Marshall Field and Co.

"One of the points we always make on behalf of our industry and its public relations is the fact we have our own voluntary censorship, or self-regulation, in the form of production and advertising codes," he said.

Bergman cited the importance of the contributions which the motion picture industry makes to community projects and to the Federal government.

"In the motion picture business we are constantly enlisted in all types of community work. At present, our publicity people, as well as all other workers in the industry, are devoting time and effort to successfully promoting 'Brotherhood Week' ", he explained.

(*Continued on page 6*)

Zenith Trailer To Sell 'Test'

CHICAGO, Feb. 8.—Zenith Radio today began showing 15-minute previews of coming feature-film attractions prior to each of its three daily Phonevision programs. Under this new setup all families in the area with TV sets, as well as the 300 Phonevision test families, will be able to hear and see the previews clearly. Four trailers will be shown in each

(*Continued on page 6*)

Nominating Unit For Ampa Named

A nominating committee to elect the next slate of officers for the Associated Motion Picture Advertisers was named at a meeting held here yesterday. Elections are scheduled for the second Thursday in March. Yesterday's meeting also passed a resolution to hold closed business meetings on the second Thursday of every month.

Krim, McNutt, Benjamin to Meet Today

Matthew Fox Also in On Deal for U. A. Control

Talks looking to a liquidation of the United Artists stock option held by Paul V. McNutt, Frank L. McNamee and Max Kravetz, are scheduled to be initiated here today by Robert Benjamin, Arthur Krim and Matthew J. Fox.

Mary Pickford and Charles Chaplin have signed an agreement with Benjamin, Krim and Fox giving them management control of U. A. on completion of several conditions, foremost among which is a settlement of the McNutt-McNamee-Kravetz option. Present indications are that such an agreement can be reached without undue delay and the deal consummated within a week or 10 days.

Fox, former executive vice-president of Universal, was revealed yesterday as a co-principal with Benjamin and Krim in the U. A. negotiations. While he has been in the picture from the beginning, aiding actively in

(*Continued on page 6*)

Hutton, Wayne Win *'Photoplay'* Awards

Betty Hutton, John Wayne and Metro - Goldwyn - Mayer's "Battleground" were the nation's most enjoyed actress, actor and motion picture in 1950, according to the nationwide, year-long election conducted by *Photoplay* magazine among America's film-goers.

On Monday, the annual *Photoplay* Gold Medal presentation ceremony and reception will be held in the Beverly Hills Hotel, Beverly Hills, Cal.,

(*Continued on page 6*)

Golden to Coast On Conservation

HOLLYWOOD, Feb. 8.—Nathan D. Golden, director of the National Production Authority's film division, is due to arrive here on Tuesday for a series of meetings with industry groups on conservation of raw stock and other materials.

Golden comes at the request of the Society of Independent Motion Picture Producers' committee in charge of over-all studio problems.

Personal Mention

MARY PICKFORD is due here from the Coast today and will be the principal speaker at the Edison Pioneers luncheon tomorrow at the Hotel Astor.

•

ALFRED E. DAFF, Universal Pictures director of world sales, and CHARLES J. FELDMAN, domestic sales manager, left here last night for Memphis. They will be joined there by F. J. A. McCARTHY, Southern and Canadian sales manager.

•

MICHAEL V. GRADLE, formerly assistant account executive in the Chicago office of Foote, Cone and Belding, has joined the advertising sales staff of *Woman's Home Companion* in Chicago.

•

WILLIAM C. MacMILLEN, JR., president of Eagle Lion Classics, is scheduled to leave here for the Coast tomorrow to discuss future releases with producers.

•

DOLPH SCHADLER, assistant treasurer of Loew's, has become engaged to PAT STEWART, also of Loew's. The wedding will take place soon after Easter.

•

E. C. GRAINGER, president and general manager of the Shea Circuit, is slated to return here Tuesday from a tour of the circuit's Western theatres.

•

W. A. SCULLY, domestic sales consultant of Universal Pictures, is due to arrive in New York from Florida on Tuesday.

•

MARVIN SCHENCK, M-G-M studio executive, and MRS. SCHENCK, are scheduled to arrive here from the Coast on Monday.

•

RUSSEL HOLMAN, Paramount's Eastern production manager, will leave here for the Coast over the weekend.

•

MIKE SIMON, editor of M-G-M's *The Distributor,* has returned here from a week's visit to Dallas and Oklahoma City.

•

BILLY WILDER, Paramount producer who returned here from Europe yesterday, has left for Hollywood.

•

EDWARD M. SAUNDERS, M-G-M assistant general sales manager, is visiting Jacksonville, Fla., from here.

•

JACK CUMMINGS, M-G-M producer, is due here from the Coast for a week's stay.

•

JIMMY DORAN, student assistant manager at Loew's Poli, Hartford, has enlisted in the U. S. Air Force.

•

J. ARTHUR RANK is due here from England in May.

•

I. G. GOLDSMITH, producer, is in New York from Hollywood.

Tradewise . . .

By SHERWIN KANE

THE news of Mary Pickford's and Charles Chaplin's signing of a contract which will give management control of United Artists to Robert Benjamin and Arthur Krim on completion within the next week or two of final remaining arrangements, is being hailed throughout the industry with enthusiasm and, as well, with some measure of relief.

That these young and capable executives, raised in the industry, were the successful negotiators is cause in itself for the popular approval of the news. Motion picture people know that Benjamin and Krim will bring to the task of restoring United Artists to its rightful place in the industry not only their valuable experience, unique abilities and enthusiasm, but what is more important, their desire and determination to work tirelessly to the end that a sick company may be made strong again.

That is a vital consideration for, had others less interested in the motion picture industry and, as the saying goes, making a quick buck in it, acquired control, no solution of the company's problems would have been in prospect.

Then, without doubt, United Artists would have continued its downward course, a course that inevitably would lead to the bankruptcy courts. More or less unexpected windfalls from foreign markets and a shift in policy from paying its producers on a cash rather than a billings basis, gave U.A. the "breather" that kept its head above water over the recent perilous months.

•

It is safe to say that no responsible person in the industry has hoped for anything but a prompt program for assistance to United Artists, one which offered promise of a permanent solution of its problems. No one wished to see this venerable company go under, yet many feared it might. Its demise at any time in recent months would have been a blow of the severest order to the business which, due to widespread misinformation concerning the health of the industry and the nature of its current competition, has suffered a setback in public confidence, which now, happily, is being remedied.

The Benjamin-Krim proposal offers U.A. the widely wished-for remedies of ample cash for current operations and liberal financing with which to provide the distributing organization with a steady supply of product. More than that, it promises a management which enjoys the confidence and goodwill of the industry and of important financial sources.

If everything goes according to schedule, the selection of new management for U.A. should be well along within a week or two. No commitments were made in advance of the signing of the agreement by Miss Pickford and Chaplin, and no firm ones are likely to be made in advance of the formal closing of the deal, but it is no secret in the trade that Benjamin and Krim look kindly on a circle of proven executives who, despite numerous handicaps, helped to get Eagle Lion Films off the ground several years ago and supplied it with much of the virility and momentum which has characterized its progress since.

Some of those people are committed elsewhere; all of them have secure posts, promising futures and substantial rewards now, within prospering companies.

It will be no easy decision for them to make — to relinquish what they have in exchange for the opportunity to work as they have never worked before to bring a major company back from the brink. The rewards are uncertain but the challenge is potent. And the opportunity is theirs for the asking.

•

Miss Pickford and Chaplin have made mistakes before in the turbulent history and administration of their company. It is the opinion of many that they have made no mistake this time. Rather, they are to be congratulated on their decision.

Benjamin and Krim have a tremendous task before them. The popular viewpoint is that they are more than equal to it.

As Nate Blumberg, thinking back 12 years to the time he left the security of RKO Theatres for the empty coffers and accumulated obligations of a limping Universal Pictures Co., told Benjamin and Krim: "I did it when I was older than either of you. There's no reason why you can't."

It will be difficult to find anyone who will disagree with that sentiment.

The industry hopes for the speedy and successful conclusion of their agreement, wishes them well, and looks to them for a record of substantial and rewarding accomplishment.

Set Deadline for Tax Hearing Bids

Washington, Feb. 8.—The House Ways and Means Committee has set Thursday as the deadline for applications to testify at its current hearings on new tax legislation. It said testimony must be confined to new taxes and must not discuss technical or Administrative changes in the revenue laws.

Film Companies Here To Observe Holiday

Most major film companies' New York offices will be closed on Monday, Lincoln's Birthday. Companies observing a three-day weekend are: Columbia, M-G-M, Monogram, Paramount, RKO, 20th Century-Fox, United Artists, Universal-International, Warner's and the Motion Picture Association of America. Eagle Lion Classics and Republic will be open all day Monday.

M-G-M Buys 213 Spots

CHICAGO, Feb. 9.—Norman Pyle, M-G-M publicity director, here, has announced the purchase of 213 spot announcements on radio stations WBBM out over a year.

No Paper Monday

***Motion Picture Daily* will not be published on Monday, Lincoln's Birthday, a legal holiday.**

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
Joan Fontaine - Joseph Cotten
in Hal Wallis' Production
"SEPTEMBER AFFAIR"
A Paramount Picture
Plus
SPECTACULAR STAGE PRESENTATION

DEAN Martin and JERRY Lewis in AT WAR WITH THE ARMY
A Paramount Picture
PARAMOUNT TIMES SQUARE
in person ELLA FITZGERALD
Steve Condos & Jerry Brandow
Russ Emery Boyd Raeburn and his orchestra
Extra! HARVEY STONE
Midnight Feature Nightly

7th record week!
BORN YESTERDAY
A Columbia Picture
Victoria Broadway at 46th Street

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'Music' Benefit for Vets Tuesday

Twentieth Century-Fox's "Of Men and Music" will have its world premiere here next Tuesday at the Park Avenue Theatre for the benefit of the Hospitalized Veterans Music Service.

The feature-length film is a concert package featuring Artur Rubinstein, Nadine Conner, Jan Peerce, Jascha Heifetz and Dimitri Mitropoulos conducting the Philharmonic Symphony Orchestra, with a narration by Deems Taylor.

If the film goes over successfully, a series of such musical productions is planned by 20th Century-Fox. A number of artists have already been enlisted, including Piatagorsky, Marian Anderson and Segovia.

In order to bring admission to the picture to a student's level, so that it can reach the greatest potential young audience, 20th Century-Fox, with the cooperation of the Park Avenue has arranged half-price daytime student tickets.

3 Houses Cooperate On 20th-Fox 'Plugs'

The Roxy, Rivoli and Park Avenue theatres here have united to mutually plug their respective 20th Century-Fox attractions by means of trailers and theatre programs.

During the current run of "The Blue Lamp" at the Park Avenue, the theatre has been playing a trailer recommending "The Mudlark" which played the Rivoli, while after the premiere Feb. 14 at the Park Avenue of "Of Men and Music," the Rivoli will run a similar trailer for that film. The Roxy is using a four-column scene mat on "Of Men and Music" in its monthly program, and the Park Avenue, in its new program will carry an endorsement for "Call Me Mister" at the Roxy.

Seadler, Bontempo Rally 150 Donors

Over 150 employes of Loew's home office and the New York M-G-M exchange have signed as Red Cross blood donors, the result of rallies spearheaded by M-G-M advertising manager Si Seadler, and Loew's Theatres' publicist, Ann Bontempo. Mrs. Pauline Smith, R. N., in attendance at Loew's, is chairman of the inter-organization drive. The Red Cross Bloodmobile will receive donations at Loew's on Feb. 20.

Confer on '3 Guys'

CHICAGO, Feb. 8.—Don McElwaine, of M-G-M's studio publicity department, will arrive here tomorrow for a three-day conference with Norman Pyle, M-G-M's Chicago publicity director, on a promotion campaign for "Three Guys Named Mike." They will confer with American Airline officials on exploitation angles for the film.

'Star Pool' Plan

(*Continued from page* 1)

unfavorable weather and the then prevailing railroad strike prevented his reaching that city in time for the meeting.

Meanwhile, however, Lachman has visited the Midwest where he discussed with a number of exhibitors the proposal, which calls for star appearances for 15 or 20 minutes on the stages of small-town theatres in several localities during the course of a single evening. Among those who expressed enthusiasm for the plan was Ben Berger, president of North-Central Allied, Lachman said. He cited Harry Thomas as one of the producers who have indicated a desire to help bring the plan into general acceptance.

Reviews

"Three Guys Named Mike"

(*Metro-Goldwyn-Mayer*)

THE AIRLINE hostess comes in for cinema glorification in "Three Guys Named Mike," a pleasant, carefree comedy-drama that will please audiences in almost all situations. Jane Wyman portrays the young lady who emerges from the American Airlines Stewardess School as a glamorous and courteous matron of the skyways. Her work proves interesting, and the people she meets fascinating—including three "guys" named Mike, they are: Howard Keel, airline pilot; Van Johnson, a bright young scientist, and Barry Sullivan, a smart advertising executive.

As can be surmised from these circumstances there develops some three-way traffic for Miss Wyman's favor. The story dips into the workings of the profession of each of the Mikes, and turns up some good laugh material. A comic climax is reached when Miss Wyman is lured into the den of a wolfish photographer and the three Mikes go to her rescue. Fisticuffs ensue and the next day a tabloid newspaper blazons pictures of the fracus. As a consequence the professional reputation of all three Mikes is threatened, whereupon Miss Wyman turns missionary, makes a few strategic visits, and has all of her Mikes reinstated to their professional status.

Directing from the Sidney Sheldon screenplay, Charles Walters has properly given the proceedings a light touch. As the story rolls to its finish, audiences will probably be eager to learn which Mike Miss Wyman chooses for her husband. Confidentially, it is Van Johnson. Armand Deutsch produced.

Running time, 79 minutes. General audience classification. Release date, March 9.

MANDEL HERBSTMAN

"Ridin' The Outlaw Trail"

(*Columbia*)

THE STANDARD Western plot is enlivened by song and comedy in "Ridin' the Outlaw Trail." The musical contribution is made by Pee Wee King and his Golden West Cowboys. The comedy is contributed mostly by Smiley Burnette, as the happy-go-lucky horse-shoer and aid to the Durango Kid in tracking down the killers.

The Durango Kid is Charles Starrett, whose woodenness is an aid to his portrayal of sterling abstinence. His other aid is Peter Thompson, local sheriff. His opposition is Jim Bannon, local hotel owner and criminal mastermind. The plot has Bannon's gang killing criminal Lee Morgan, whom the Kid has trailed from Texas; hiding Morgan's 1,000 $20 gold pieces in an abandoned mine and terrorizing prospector Edgar Dearing into boasting of his "strike." The gang then kidnaps Burnette and forces him into melting the gold pieces into nuggets which Dearing can bring into town legitimately. Starrett survives Bannon's hirelings; his investigations disclose the plot; and his guns and fists bring the culprits to justice. This has adequate gun and fist fighting for the fans.

Colbert Clark produced and Fred F. Sears directed from the screenplay by Victor Arthur.

Running time, 56 minutes. General audience classification. February release.

"Another Shore"

(*J. Arthur Rank—Pentagon Pictures*)

CHARM AND WHIMSY are two qualities possessed by this J. Arthur Rank production, but for audiences who prefer to have their comedy or drama presented in bold strokes, this film, produced by Michael Balcon, and directed by Crichten, may have little appeal.

Unfortunately, "Another Shore" has the germ of a good idea, but it is slowed down considerably by what amounts to sloppy editing, causing it to jump from one sequence to another in a manner which is rather abrupt for the average audience. However, the story and many sequences in themselves are dealt with in a manner which often leave a nice, warm glow.

The film deals with a dreamer, who is tired of the worries and harassments of everyday life, and quits his dull job to concentrate on eventually taking up residence by himself on a calm and peaceful South Sea Island. Not having any money to accomplish his self-centered mission, he nurtures the idea of waiting at a busy corner in Dublin until there is an accident, not too serious. If the victim is an elderly person, not seriously hurt (the dreamer hopes), he will help him, in return for which he expects there will be a generous legacy forthcoming. Complications enter, in the form of a pretty girl who decides that she would rather have this handsome young man stay with her in Ireland than go off somewhere to the land of hula dancers. How she wins her point makes up the rest of the story, until the cute, but rather obvious, denouement.

There are situations, but most of the film is pleasant and easy to take. Background shots of the Irish countryside and cities add additional interest. Robert Beatty heads the cast as the easy-going young man, and Moira Lister, a pretty young lady and an intelligent performer, plays opposite him. The supporting cast includes Stanley Holloway, Michael Hedwin, Sheila Manahan, Fred O'Donovan and Desmond Keane. The screenplay is by Walter Meade.

Running time, 77 minutes. General audience classification. Release date, Feb. 10.

Boost Rogers Fund Campaign in Field

Headquarters here of the Will Rogers Hospital fund campaign is planning a series of field conferences to acquaint all branches of entertainment with the scope of the institution and with the five-year program to raise $5,000,000 for the fund.

The first meeting of the series was held on Tuesday at Indianapolis, with Nicholas John Matsoukas, national campaign director, speaking, and Sam Switow, of Louisville, presiding.

Procedure at the conference, and at the others to follow, includes the showing of "The Germ and I," an 11-minute subject produced for the hospital by Fox Movietone News, an address by Matsoukas, the screening of an M-G-M-produced theatre collection trailer, starring Cary Grant, and a question-and-answer period.

Material necessary for the staging of a conference is available from fund campaign headquarters in the Paramount Building here.

Assume Coxe to Sit In Para. Case

WASHINGTON, Feb. 8.—Justice Department officials indicate they now assume that Judge Alfred Coxe will continue to sit as a member of the three-judge court in the Paramount case despite his retirement as of Feb. 1.

They said retired justices can continue to take part in cases in which they were vitally interested, and that since they have not yet received any notice of plans to name a new member to the three-judge court, they are assuming Coxe will continue. The final word must still come, however, from Judge Learned Hand, head of the Second Circuit Court of Appeals, who makes assignments for the New York District.

Bernheimer Brothers Die 9 Hours Apart

WASHINGTON, Feb. 8.—Two brothers, prominent in the industry here, died nine hours apart.

Jonas Bernheimer, 75, for 18 years with Warner Brothers, died early today, while his brother, Louis Bernheimer, 68, owner of three theatres here, passed away last night at his Washington home.

Funeral services will be held tomorrow for Louis Bernheimer and Saturday for Jonas Bernheimer, who at the time of his death was director of the Warner Brothers' building here. Louis Bernheimer was a charter member of the Variety Club and a leader in the Motion Picture Theatre Owners of Metropolitan Washington.

Dureau Closes Deal With Landaiche

NEW ORLEANS, Feb. 8.—Milton Dureau, of Masterpiece Pictures here, today entered into an agreement with Ernest Landaiche, of Realart Pictures, to distribute Realart productions and other independent owned product.

Dureau was appointed manager of the new set up and business activities will be handled from the present Masterpiece office, 219 South Liberty St. Milton Stevens and Walter Gagnet, Jr., were appointed salesmen. Company titles have not yet been changed. Landaiche will retain his office for his theatre activities.

THE PICTURE W

For a while, it looked as if there were no legs at all on any pictures. No arms, either. The film just slid in one door and out the other. Or it just lay there.

Then came "Born Yesterday". And when it showed its legs, they looked like Grable's.

About the New York engagement, there is only this to say: the 4th week outgrossed the 3rd; so did the 5th week; every day's like Christmas and legs are wonderful.

And can you think of the last picture to play seven weeks at the Hillstreet and Pantages Theaters

...AND STILL MORE HOLDOVERS: Houston • St. Paul • Tucson • Riverside
Buffalo • Phoenix • Dallas • Oakland, Calif.

ITH LEGS



in Los Angeles? We mean the last one *before* "Born Yesterday".

Baltimore was booked for three weeks and will go five at least. San Francisco is a sure seven. The third weeks in towns like New Orleans and Minneapolis and Cleveland are dolls. And 3–count 'em–3 weeks in those spots in these days is something. Legs.

Right at this moment, we of Columbia Pictures think "legs" is the third nicest word in the English language.

The other two are "Born Yesterday".

Long Beach, Calif. • Springfield, Mass. • Hartford • Denver • San Diego • Memphis • Pittsburgh • Seattle • Bakersfield • Atlantic City • Sharon, Pa.

BROTHERHOOD WEEK FEB. 18-24
To Promote Brotherhood All Year!

Win Awards

(Continued from page 1)

where the medals will be awarded to Miss Hutton, who was chosen for her performance in "Annie Get Your Gun"; to Wayne for his performance in "Sands of Iwo Jima," and to M-G-M as producers of "Battleground." Dore Schary, William A. Wellman and Robert Pirosh will also receive Gold Medals as the producer, director and author of the screen play "Battleground."

As has been the custom for the past six years, the winning film will be broadcast, with its original cast, over the CBS stations of the Lux Radio Theatre, on Monday. The presentations, as they take place, will be broadcast by American Broadcasting. Ronald Reagan will be master-of-ceremonies at the presentations, it was announced by Fred R. Sammis, editorial director of *Photoplay*.

The detailed story of *Photoplay's* film and star election, which appears in the March issue of the magazine, lists the following stars whose performances were next most enjoyed for the year:

Those Listed

Ann Blyth in the Goldwyn-RKO release, "Our Very Own"; Claudette Colbert in 20th Century-Fox's "Three Came Home"; Joan Crawford, in Warner's "The Damned Don't Cry," and Olivia de Havilland, in Paramount's "The Heiress."

Broderick Crawford in Columbia's "All the King's Men"; Larry Parks, Columbia's "Jolson Sings Again"; Gregory Peck, 20th Century-Fox's "Twelve O'Clock High," and Spencer Tracy, in Metro-Goldwyn-Mayer's "Father of the Bride."

Productions selected for popularity, following "Battleground," were:

"All the King's Men," Columbia; "Twelve O'Clock High," 20th Century-Fox; "Sands of Iwo Jima," Republic, "Lost Boundaries," RD-DR Corp.; "Father of the Bride, "M-G-M; "Adam's Rib," M-G-M; "Annie Get Your Gun," M-G-M; "Our Very Own," Samuel Goldwyn - RKO; "Cheaper by the Dozen," 20th Century-Fox.

The stars and producers of the foregoing pictures will all receive special *Photoplay* certificates.

"It is significant that among the year's most popular films, three depict war experiences," observed *Photoplay's* publishers in announcing the winners. *Photoplay* feels that this is a tribute, on the part of the American movie-going public, to their fighting men; and a further tribute to the film industry for its straight-from-the-shoulder presentation of events of the last war."

"During the poll of 1950 moviegoers, the question was asked, 'If you were passing a theater showing a movie you'd never heard of, which star's name on the marquee would immediately decide you to buy a ticket?' Of all the top 10 players listed above, the name Gregory Peck would most quickly lure movie-goers. After him in magnetism, Olivia de Havilland and Spencer Tracy run a dead-tie," *Photoplay* reported.

'Mountain' Aids Charity

ATLANTA, Feb. 8.—Twentieth Century-Fox's Technicolor production, "I'd Climb the Highest Mountain," grossed $21,000 for a charity benefit on its opening night at the Paramount Theatre.

Krim-Benjamin-McNutt Meet

(Continued from page 1)

putting the deal together, there is as yet no official indication of what part, if any, he will take in the management of the company. Similarly, Benjamin's role appears to be undecided in the future management, as of now. Krim will be president. Other management appointments are waiting on conclusion of the deal.

Indications are that agreement with McNutt, McNamee and Kravetz hinges on a payment in settlement of their option. McNamee, U. A. president, and Kravetz, secretary, are not expected to continue with the company. McNutt could remain as chairman of the board or in some similar capacity, if he elects to do so.

William J. Heineman, vice-president in charge of distribution for Eagle Lion Classics, and who was associated with Krim in the early upbuilding of Eagle Lion Films, denied a published report yesterday that he is committed to join U. A. in an important executive capacity. Heineman's contract with ELC expires next month and he has been in the process of discussing a new pact with the company for the past several months. No agreement has been reached yet.

Heineman's denial said he has at no time discussed with Krim or Benjamin a deal for joining UA. The denial is patently correct since Krim and Benjamin will not begin discussions with prospective management appointees until after their deal with Miss Pickford and Chaplin has been consummated.

Krim returned here from Hollywood yesterday afternoon, after having obtained the signed agreement there late Tuesday night. The contract is being held in escrow by Loyd Wright, attorney for Chaplin, pending fulfillment of remaining conditions. Wright is expected here from the Coast late next week for the formal closing of the deal, provided no complications are encountered meanwhile.

An indication that some of the independent producers who have been withholding completed pictures from U. A. pending settlement of its future status, may soon turn over prints to the company for release, was given yesterday in warmly-worded messages which several of them sent to Benjamin and Krim.

"The messages were very encouraging," Benjamin said.

The Benjamin-Krim-Fox group already has concluded arrangements with Walter Heller and Co. of Chicago for providing operating cash and production financing for U. A.

Announcement of the deal yesterday had the effect of instilling in virtually every interested observer a pronounced optimism regarding UA's future. This stood in sharp contrast to the views that prevailed less than a week previously when cognizance of the company's financial predicament and its lack of product tended to allow for little hope that a deal could be reached.

A new enthusiasm appeared to pervade the offices occupied here by UA workers. For months many rank and file employes had considered their jobs insecure in light of conditions. Yesterday, however, confidence was manifest everywhere among employes.

Chicago Amusement Tax Revenues Dip

CHICAGO, Feb. 8.—Chicago theatre amusement tax collections for January, 1951, were $92,662 as compared with $115,773 for January, 1950. January, 1951, collections were also below those of December, 1950, when $103,928 was taken in.

Total Chicago amusement tax collections, including theatres, billiards and bowling, athletics, and miscellaneous events, for January, 1951, was $142,825, compared with $175,247 collected in January, 1950.

DuPont Shifts Four In Photo Branch

WILMINGTON, Del., Feb. 8.—Four changes in the sales organization of DuPont's photo products department are reported by K. T. Molin, director of sales, as follows:

Carlton D. Ford will become industrial products manager, succeeding W. Dallas Baker, who is being transferred to the Los Angeles office; H. A. Gladden of the Los Angeles district, will become manager of the Philadelphia office, succeeding L. E. Barron, who is being transferred to the Parlin, N. J. plant.

216 'Army' Holdovers

Paramount's "At War with the Army" has racked up some 216 holdover and moveover engagements in the first three weeks of its release, according to A. W. Schwalberg, president of Paramount Film Distributing Corp.

UA, Popkin

(Continued from page 1)

minded that he "was ready to slap a suit against the company" for allegedly having set bookings for the picture without getting the producer's approval.

Popkin reserved comment on the Krim - Benjamin deal for acquiring management control of UA until after he conferred with them. The producer expected last night that he would return to the Coast over the weekend.

Zenith Trailers

(Continued from page 1)

15-minute period, it was announced.

The plan was adopted to help test-families determine what films they want to order. Previously, subscribers saw previews only when they purchased a film and often had to depend upon printed programs for information regarding Phonevision attractions.

Stillman Signs Cohen

Nat Cohen, now in Hollywood from London, has been signed as Robert Stillman Productions' representative for the British Empire for "The Sound of Fury" and "Queen for A Day," both of which are being released in the U. S. by United Artists.

NPA Ban Aids Theatre

SIOUX CITY, Ia., Feb. 8.—Abe Sadoff has renewed his lease on the Fourth Street Theatre here. He was to have lost it but the Federal building ban knocked out plans of the owner for a new structure.

Free Press

(Continued from page 1)

"It is interesting to note that in activities of this type the techniques which have been developed over the years in our business are very well applied in this important community work. More and more we realize that it is good business to indulge in these extra-curricular activities.

"The best public relations, of course, are those which encompass the interest and welfare of the entire community," declared Bergman.

Discussing industry's cooperation with the government, Bergman said, "At present it is my belief that the combined publicity talents of this country must mobilize to do a substantial job for our government. Already we in the motion picture business, through the Council of Motion Picture Organizations, have expressed to the government our eagerness to help in the present crisis.

"We know that the government will be launching bond drives similar to those conducted in the last war; we know that the entire defense program needs intelligent propaganda on local levels, and we know that the entire mobilization plan must be supported by a nation whose morale is at a high level. Those of us who have something to do with the development of public opinion have an enviable opportunity to utilize our know-how for the good of the country," he declared.

Bans 'Bitter Rice' From Albany Theatre

ALBANY, N. Y., Feb. 8.—The Italian film, "Bitter Rice," has been banned from the Ritz Theatre here following its first screening, by Police Chief Philip G. Coffey, on the grounds that it is "improper and obscene."

The film has been licensed by the Motion Picture Division of the New York State Education Department and currently is having a long run in New York, Boston, and other cities.

The National Legion of Decency has put the picture on its "condemned" list and all Catholics in Albany have been urged to boycott the film.

In New York, the Lux Film Distributing Corp. issued a statement, denying that the film has any "immoral or improper content." The firm said it was investigating the ban with the view of taking "appropriate action." The American Civil Liberties Union, Lux Films also announced, has condemned the ban.

Ohio Tax Bill

(Continued from page 1)

plus a number of conventional theatres located outside the borders of municipalities, warned P. J. Wood, secretary of the Independent Theatres Owners of Ohio. More than 100 Ohio cities and towns have had a similar tax in effect for more than two years.

Wood said that the ITO board of directors is considering what action will be taken by the organization relative to the proposed measure. Mrs. Ethel Miles, secertary of the Ohio Drive-in Theatres' Association, said that her organization is ready to fight enactment of the measure.

The bill's authors estimate that the measure, if enacted might raise from $350,000 to $400,000 in additional revenue annually.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 69. NO. 30 NEW YORK, U. S. A., TUESDAY, FEBRUARY 13, 1951 TEN CENTS

Yes or No on Arbitration Due by Friday

Allied Board Action Viewed as Decisive

It now appears that plans for an all-industry conference this year on arbitration possibilities would be dropped if the Allied board does not take favorable action on it at meetings scheduled for Thursday and Friday in Washington.

Meanwhile, proponents of an industry-wide arbitration system are hoping that William F. Rodgers, Loew's distribution vice-president, will be able to persuade Allied leaders at least to reconsider their intention not to include the subject on the board meeting agenda.

Rodgers was designated to attempt to bring Allied into an all-industry conference but has not yet reported back to the joint committee of Theatre Owners of America and the distributors which last fall agreed that steps should be taken to bring about such a conference. It is understood,

(*Continued on page 2*)

Academy Lists Top Nominees

HOLLYWOOD, Feb. 12.—Twentieth-Century Fox's "All About Eve" was a post-time favorite by a slight margin over "Sunset Boulevard," both overshadowing their field, in the Academy Awards race as the starter's flag dropped tonight with the Academy of Motion Picture Arts and Sciences' announcement of nominations for the "Awards of Merit."

"Eve" was named in 14 nominations, "Sunset Boulevard" in 11, with others

(*Continued on page 3*)

New 'MGM Story' Ready in March

M-G-M's new version of "The M-G-M Story" has been completed and will be made available to exhibitors without cost early in March. The revised edition is to be made available for theatre screenings and differs from the previous version which was designed for exhibitor conventions and projection-room screenings. In the

(*Continued on page 3*)

DuPont to Resume Full Production of Raw Stock

WASHINGTON, Feb. 12.—DuPont has agreed to cancel its 25 per cent cutback in production of film for raw stock and allocate to motion picture raw stock the same productive facilities this year as it did last.

This was reported by Joyce O'Hara, top Motion Picture Association official, after a day-long conference with DuPont officials in Wilmington, Del., Friday. The DuPont decision was the first major break in the serious raw stock shortage confronting the film industry.

Newsreel companies will be greatly aided by the change in DuPont's plans. They had been cut back 25 per cent in the amount of raw stock available for their reels.

The decision to restore full production does not mean the raw stock problems are all solved. There will still be increasing demands from the government and defense agencies. DuPont, while devoting the same production facilities to film raw stock as in 1950, may not be able to make quite as much actually available to the industry. This is because last year DuPont made available not only all

(*Continued on page 2*)

Green Says Some Curbs Are Needed

CLEVELAND, Feb. 12—While Walter E. Green, president of National Theatre Supply is, of course, opposed to restrictions on motion picture theatre equipment, he said he "recognizes their need and intends to live completely within orders, as required by the Federal government in any equipment or materials curtailments called for in the present emergency.



Walter E. Green

In the closing session of a two-day district sales meeting of National Theatre home office executives and field sales representatives, Green

(*Continued on page 3*)

Mary Pickford Given First Studio Replica

A replica of the first motion picture studio designed by Thomas A. Edison 60 years ago was presented to Mary Pickford by Charles Edison, son of the inventor, at the annual luncheon held by the Edison Pioneers at the Hotel Astor here on Saturday.

Miss Pickford was the principal speaker at the luncheon, one of a number of events commemorating the 104th anniversary of the late inventor.

(*Continued on page 3*)

Wisconsin Allied Hits Percentages

MILWAUKEE, Feb. 12.—Film buying problems in Wisconsin highlighted the open forum discussions at the regional meeting held by the Allied Independent Theatre Owners of Wisconsin at Madison last week, it was reported here.

Wisconsin is definitely marked as a percentage territory, exhibitors were told, and they agreed it was time to do something about it. Smaller situa-

(*Continued on page 3*)

20th-Fox Gets Interest in Swiss Theatre TV System; To Exploit and Aid Research

A deal whereby 20th Century-Fox will share in the development and exploitation of the Swiss theatre television known as Eidophore has been announced in Zurich, according to press dispatches. Present at the final negotiations were Spyros P. Skouras, 20th-Fox president; William C. Michel, executive vice-president; Otto E. Koegel, chief counsel; Earl I. Sponable, technical supervisor, and Charles P. Skouras, National Theatres president.

The new system, which uses arc lights and permits the projection of pictures 14 by 20 feet and larger without loss of clarity or definition, was developed by the Swiss Institute of Technology, but will still need from 18 months to two years further development before production can be in "full swing," Skouras is reported to have said in Zurich. Skouras envisaged broadcasts to "thousands of motion picture theatres simultaneously" of special presentations.

Benjamin, Fox, Krim May Set UA Deal Today

Reach Agreement to Cancel McNutt Option

Agreement on the liquidation of the United Artists stock option held by Paul V. McNutt and associates was reached over the weekend by the Robert Benjamin, Arthur Krim and Matthew Fox group, clearing the way for closing of their deal, probably today, for acquisition of management and stock control of U. A.

The formal signing of the deal will permit the Benjamin-Krim-Fox group to begin negotiations for new management for U. A. Max E. Youngstein resigned yesterday as vice-president of Paramount Film Distributing Corp. in charge of advertising, publicity and

(*Continued on page 3*)

Pickman Is Para. Ad Head

Jerome Pickman, assistant national director of advertising, publicity and exploitation for Paramount Pictures, yesterday was named acting director by Barney Balaban, Paramount president.



Jerome Pickman

Pickman succeeds Max E. Youngstein, who told MOTION PICTURE DAILY he had resigned yesterday, effective Feb. 23. In all probability, Youngstein will join United Artists as vice-president

(*Continued on page 3*)

Balaban and Cohn Teamed for JDA

Barney Balaban, president of Paramount Pictures, and Jack Cohn, vice-president of Columbia, have been named associate chairmen of the amusements division of the Joint Defense Appeal campaign in Greater New York, by Herman Robbins, chairman of the division.

The division is now organizing all

(*Continued on page 3*)

Decision Today on Release of 'Twist'

Motion Picture Association of America's board will meet here today to vote on whether the cuts which have been made in "Oliver Twist" meet with its approval. Eagle Lion Classics, distributor of the J. Arthur Rank production, has indicated its acceptance of the 73 deletions ordered recently by Joseph I. Breen, Production Code administrator.

Breen postponed his return to Hollywood after conferring here last week with MPAA board members on the "Twist" cuts. He said he will "stand by" in case the board desires to confer further with him on the subject in conjunction with today's meeting.

NEWS in Brief . . .

MORE than 200 graduates of the Columbia School of Journalism and guests will attend a special preview of Paramount's "The Mating Season," to be held in conjunction with the Columbia Alumni Association today.

•

Philadelphia, Feb. 12.—Registrations for the forthcoming 15th annual convention of Variety Clubs International, which is to be held at the Bellevue-Stratford Hotel here, May 9-12, are now being accepted.

•

The roll of film workers in preparing U. S. civil defenses against a possible atomic attack will be the subject of an address by Martin Caidin, technical specialist at the New York State Civil Defense Commission, at tomorrow's New York Film Council luncheon at Rosoff's Restaurant here.

•

"Uncle" Jim Harkins, who has resigned as Fred Allen's manager to take a similar post with Red Skelton on the Coast, was given a farewell party by friends and associates at the New York Athletic Club here last night. Harkins will leave for Hollywood tomorrow.

•

Hollywood, Feb. 12.—A new agreement between Universal-International and Donald O'Connor has been signed. Under the terms of the revised contract, O'Connor will make one film a year for four years at U-I under a non-exclusive arrangement.

$5,000 Gross for 'Samson'

DAYTONA BEACH, Fla., Feb. 12.—The first general release engagement of Paramount's "Samson and Delilah" at the 998-seat Daytona Theatre here, grossed $5,000 for the first week, a record for the house, it is reported here. The picture is set for 14 Florida openings by March 18.

Personal Mention

MAX YOUNGSTEIN, Paramount Pictures' advertising-publicity vice-president, will be in Baltimore tonight from New York to address a meeting of the local Variety Club. Tomorrow, he will meet with directors of the Motion Picture Theatre Owners of Maryland to discuss their advertising problems.

•

ANDREW D. MURPHY, former operator of the Broad Brook Theatre at Broad Brook, Conn., has been named civilian aircraft consultant to the Israeli government and has left for his new duties in Israel.

•

JOHN HOBART, drama critic of the San Francisco *Chronicle* since 1938, has resigned and has been succeeded by WILLIAM HOGAN.

•

LOYD WRIGHT, attorney for Charles Chaplin, is due to leave Hollywood today for New York.

•

UDA B. ROSS, regional manager for Latin America of Westrex Corp., has left New York for Mexico City.

JAMES R. GRAINGER, Republic executive vice-president in charge of sales and distribution, has left here for Washington, the first stopover on a Southern trip.

•

IRVING H. LUDWIG, assistant to WILLIAM B. LEVY, Walt Disney's worldwide sales head, left here at the weekend for meetings with RKO Pictures' district and branch managers in the South.

•

ROBERT PIROSCH, M-G-M writer-director, is due to return today to the Coast following a vacation at Palm Springs.

•

DICK SHEIL, motion picture representative of *Good Housekeeping* magazine, has arrived on the Coast from New York.

•

EDWIN MILLER, entertainment editor of *Seventeen* magazine, is recovering from a fractured leg.

•

ALAN F. CUMMINGS, in charge of M-G-M exchange operations, is slated to arrive here today from Chicago.

U-I Utilizes Video For Film Promotion

Universal-International has launched extensive television promotion campaigns on "Tomahawk," "Bedtime for Bonzo" and "The Groom Wore Spurs."

Bonzo, U-I's "new Simian star," aided by Jesse White, featured in "Bedtime for Bonzo," are spearheading the network television promotion and key-city television promotion on this film. A group of six Sioux Indians and Susan Cabot and Alex Nicol, featured in "Tomahawk," are aiding the television promotion of that film while Jack Carson is scheduled to promote "The Groom Wore Spurs" on three network television shows.

Baker to Buy, Book For Northio Circuit

CINCINNATI, Feb. 12.—The resignation of Murray Baker, Schine booker, to join Northio Theatres, Inc., here as buyer and booker, replacing Richard McKay, transferred to the Paramount Theatre, at Phoenix, Ariz., was announced by Selig J. Seligman, recently appointed Northio vice-president and general manager, who came here from United Paramount's home office.

Al Riesenback has been transferred from manager of Mid-States' Times Theatre to a similar post at the Capitol, succeeding Joseph F. Goetz, who returned to the Air Force in Washington as chief of the motion picture and entertainment section.

Local F-37 Elects

CLEVELAND, Feb. 12.—Clifford Garbutt of M-G-M's local exchange, has been elected president of IATSE Local No. F-37, Office Employes. Others elected are: Wilbur C. Hetherington, ELC, vice-president; Helen Cole, RKO, secretary; Etta Kuhlmann, financial secretary; Florence Herman, treasurer, and Anthony Knollman, business agent.

'Music' Premiere to Be Held Here Tonight

A combination music-motion picture world premiere will take place here tonight at the Park Avenue Theatre, where top musicians, together with civic and social leaders, will welcome the opening of 20th Century-Fox's "Of Men and Music."

Honorary hosts at the affair will be Artur Rubinstein, Dimitri Mitropoulos, Nadine Conner and Deems Taylor, all of whom are featured in "Of Men and Music."

Among others invited are: Fritz Kreisler, Cornelia Otis Skinner, Mrs. Frederick Steinway, Sol Hurok, Rudolph Polk, Mrs. Jan Peerce, Bernard Luber, Mrs. Angier Biddle Duke, Mrs. Lytle Hull, Mrs. Charles Guggenheimer, Mr. and Mrs. Gilbert Miller, Mr. and Mrs. Joseph Kennedy, Countess Kotzebue and Mr. and Mrs. John Sims Kelly.

Arbitration

(*Continued from page* 1)

however, that he received no encouragement from Allied.

The Loew's executive has been on vacation in Florida. There is said to be an off-chance that he may pay a courtesy call to the Allied board meeting and perhaps urge that the organization indicate it would be willing to send representatives to an arbitration conference.

The distributors have indicated unwillingness to engage in such a conference without Allied as a participant. Abram F. Myers, Allied general counsel and board chairman, has indicated repeatedly that he is opposed to systems of arbitration as such and that the subject is unlikely to come up at the Allied board meeting. On top of this he conferred last week with Department of Justice officials on Allied's stand against the establishment of an industry arbitration system.

Newsreel Parade

THE New Jersey train tragedy and the inauguration of Brazilian President Vargas are current newsreel highlights. Other items include an underwater jeep, sports and new fashions. Compete contents follow:

MOVIETONE NEWS, No. 13—New Jersey train wreck. President Truman and U. S. Boy Scouts. New York to London in seven hours. President Vargas inaugurated. GOP lunch-box rally. Underwater jeep. Teen-agers return from Korea.

NEWS OF THE DAY, No. 247—New Jersey train wreck. President Vargas inaugurated in Brazil. President Truman greets Boy Scouts. Show-boat. Fire rescue climaxes Chinese festival. GOP lunch-box rally.

PARAMOUNT NEWS, No. 50—Crack New Jersey commuter train wrecked. Neighbors build backyard bomb shelter. Stanton Griffis sworn in as Ambassador to Spain. Boy Scouts meet President Truman. GOP box-supper. Big-time rodeo.

TELENEWS DIGEST, No. 6-B—New Jersey train disaster. Railroad strike collapses. Poland: manpower shortage. Carnival in Italy. Paris hat styles. Beauty shops for boys in Sweden. GOP eats chicken, fries the Administration.

UNIVERSAL NEWSREEL, No. 429—Railroad disaster in New Jersey. GOP holds lunch-box rally. Chinese New Year's celebrated. News from the world of sports; wrestling in Canada, rodeo in California.

WARNER PATHE NEWS, No. 52—New Jersey railroad wreck. GOP holds lunch-box rally. Stanton Griffis, new envoy to Spain. President Vargas inaugurated. Boy Scouts celebrated anniversary. Under-Scouts celebrate anniversary. Underwater jeep. Rodeo. Bobsled championships.

DuPont Cancels

(*Continued from page* 1)

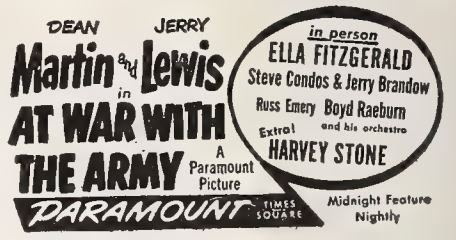
current production but also a sizeable inventory. No similar inventory is available this year.

O'Hara indicated that DuPont would still go ahead with plans to produce its new color film over and above the raw stock production.

MPAA officials were greatly cheered by the DuPont decision. In getting the extra raw stock, the MPAA had the cooperation of Nathan D. Goldberg, chief of the National Production Authority's film section.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
Joan Fontaine - Joseph Cotten
in Hal Wallis' Production
"SEPTEMBER AFFAIR"
A Paramount Picture
Plus
SPECTACULAR STAGE PRESENTATION



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U.A. Deal

(*Continued from page* 1)

exploitation and is expected to be invited to assume a similar post in U. A., probably with a stock interest in the company.

Similarly, William J. Heineman's contract as vice-president of Eagle Lion Classics in charge of distribution expired last weekend without being renewed, and Heineman, too, is expected to be offered a similar post in U. A. in the next few days, very likely also with a stock interest. Bernard Kranze, assistant general sales manager of ELC, is likely to be named successor to Heineman.

Meanwhile, producers releasing through U. A. continued to give increasing evidence of their satisfaction with the Benjamin-Krim-Fox takeover and refinancing of U. A.

Comments made on the deal by UA producers I. G. Goldsmith and W. Lee Wilder, both of whom are now in New York for meetings with Benjamin and Krim, would indicate that those who release pictures through UA are far less concerned about the intricacies of the new refinancing than about the quality of the company's management.

Referring to Krim, Benjamin and their associates in the agreement signed last week on the Coast with UA owners Charles Chaplin and Mary Pickford, Goldsmith said: "If they take over the management I will be satisfied." He said he will remain in New York as long as two or three weeks so that he may meet with Krim and Benjamin after they have concluded arrangements with McNutt, McNamee and Kravetz.

Stillman Pleased

Meanwhile, New York associates of independent producer Robert Stillman, who is in Arizona at present, reported that he is "highly pleased" that Krim and Benjamin have signed a deal. Stillman is reported to have kept in close touch with them during the negotiations which ended last week on the Coast.

W. Lee Wilder, who arrived here at the weekend from location in Italy, said he believed the UA situation would "straighten out" now. He indicated that he had no intention, however, of withholding his pictures, irrespective of who controlled the company's operation. In Wilder's opinion, all UA producers who have contracts with the company are obligated to fulfill them. "If the company died, we'd have had to die with it," he observed.

Wilder's opinion on the withholding of pictures is not shared by Goldsmith and some other independent producers, including Harry M. Popkin. The latter succeeded last week in getting the present UA management to pull all but about six of 50 dates which were set for "The Second Woman" until Popkin, who resented the picture's being released without his sanction, had met with Krim and Benjamin. Their meeting was scheduled to take place early this week.

U. K. Selects 'Mountain'

The Renown Pictures production, "The Glass Mountain," which is released in the United States by Eagle Lion Classics, has been selected as one of the British pictures to be presented at the International Film Festival of Uruguay.

Reviews

"A Yank in Korea"

(*Columbia*)

THE title of this Sam Katzman production speaks for itself. It enunciates a timeliness reflected by the headlines in every day's newspapers. And that's one attribute of this film that should mark it for good commercial sailing.

Although it concerns the fluid fighting that has transpired up and down the Korean peninsula, "A Yank in Korea" is nevertheless characterized by a static atmosphere. This stems principally from the fact that its photography is rigid, but also responsible is the excessive use of dialogue. Another debit factor is the attempt in the finale to squeeze tear drops out of portrayals and proceedings that were notably lacking in verisimilitude.

Lon McCallister is reasonably adequate in what obviously is the title role. Back home he had married his best-girl (Sunny Vickers) before heading overseas. The outfit of "G.I.'s" he is attached to includes a philosophical sergeant (Bill Phillips) and what is represented as a typical bunch of new-made soldiers, portrayed by such performers as Brett King, Larry Stewart, William Tannen, Tommy Farrell, Norman Wayne, Rusty Wescoatt and William Haade. The best battle scenes are patently clips from recent newsreels. The director was Lew Landers. William Sackheim's screenplay was an adaptation of a story by Leo Lieberman.

Running time, 73 minutes. General audience classification. February release.

CHARLES L. FRANKE

New 'MGM Story'

(*Continued from page* 1)

new version, a six-reel subject with two reels in black and white and four in color, excerpts of highlights from 25 forthcoming pictures are featured. The subject also presents 58 of the company's stars and featured players in various roles in which they will be seen shortly. The 25 pictures from which excerpts are included follow:

Films Included

"Across the Wide Missouri," "An American in Paris," "Calling Bulldog Drummond," "Excuse My Dust," "Father's Little Dividend," "Go for Broke," "The Great Caruso," "Inside Straight," "It's A Big Country," "Kind Lady," "King Solomon's Mines," "The Magnificent Yankee," "Mr. Imperium," "Pandora and the Flying Dutchman," "People in Love," "Painted Hills," "Quo Vadis," "Red Badge of Courage," "Rich, Young and Pretty," "Royal Wedding," "Showboat," "Soldiers Three," "Teresa," "Three Guys Named Mike" and "Vengeance Valley."

Pickman

(*Continued from page* 1)

in charge of advertising-publicity, with a part interest in the company, in the near future. No deal has been agreed upon yet, however. Negotiations are understood to be awaiting the close of the arrangements by which Arthur B. Krim, Robert Benjamin and Matthew Fox will take over management control of U. A.

Balaban's announcement of Pickman's appointment said that the latter assumed "complete charge of all (departmental) operations today (Tuesday). Pickman, a former newspaper and publicity man for prominent show business personalities, joined the 20th Century-Fox home office exploitation staff in 1944, later becoming Eastern publicity manager. He was with Selznick-Vanguard in 1946, and in 1947 became publicity manager of Eagle Lion Films. He joined Paramount in 1949 and became assistant to Youngstein later the same year.

Youngstein was assistant director of advertising, publicity and exploitation for 20th Century-Fox; vice-president of Eagle Lion and vice-president of Paramount Film Distributing Corp. in charge of advertising-publicity.

Academy Lists

(*Continued from page* 1)

strung out far back. By studio, however, 20th Century-Fox led with 25 nominations, M-G-M placing with 24, and Paramount in show spot with 19.

Nominations for best picture, actresses, actors and directors follow:

Best Actress: Anne Baxter and Bette Davis, both for "Eve"; Judy Holliday for "Born Yesterday"; Eleanor Parker for "Caged," and Gloria Swanson for "Boulevard."

Best Supporting Actress: Hope Emerson in "Caged"; Celeste Holm in "Eve"; Josephine Hull in "Harvey"; Nancy Olson in "Boulevard"; Thelma Ritter in "Eve."

Best Actor: Louis Calhern, "Magnificent Yankee"; Jose Ferrer, "Cyrano de Bergerac"; William Holden," "Boulevard"; James Stewart, "Harvey"; Spencer Tracy in "Father of the Bride."

Best Supporting Actor: Jeff Chandler, "Broken Arrow,"; Edmund Gwenn, "Mister 880"; Sam Jaffe, "Asphalt Jungle"; George Sanders, "Eve"; Erich Von Stroheim, "Boulevard."

Best Director: Joseph L. Mankiewicz for "Eve"; John Huston, "Asphalt Jungle"; George Zukor, "Born Yesterday"; Billy Wilder, "Boulevard"; Carol Reed, "Third Man."

Ballots will be mailed Feb. 27 to 1,850 members of the Academy, returnable by March 13, and awards will be announced March 22.

Sleven in BIS Post

Joseph Slevin, former advertising and publicity manager of Nu-Art and Telecast Films, here, has been appointed to the British Information Service as head of the publicity section of its films and promotion division.

Balaban and Cohn

(*Continued from page* 1)

facets of the amusement trades in behalf of the $6,000,000 campaign, the JDA being the fund-raising arm of the American Jewish Committee and the Anti-Defamation League of B'nai B'rith. Trade leaders are now being named to head various phases of the JDA within the film, theatre, radio, television, sports, music, record and concession industries.

N. California in a Bad Way from Storm

San Francisco, Feb. 12.—Storms on the northern California coast just about isolated Humbolt County from San Francisco, what with floods and slides in abundance. At Lane's Flat a portion of the mountain covered the highway, making it impassable. The only way film could be obtained in the territory was to take it into the area by hand. Towns involved are Eureka, Fortuna, Arcada and Crescent City. Northern California showmen with theatre interests in the county rushed to their showhouses by planes.

Some Curbs Needed

(*Continued from page* 1)

stressed the importance of continuing a high level of theatre maintenance in view of the important part which theatres played in the last emergency.

While the future for theatre equipment now appears to be somewhat uncertain, Green emphasized that a new equipment sales program and new devices discussed for the first time at this beginning of a series of four National Supply division meetings, offer an outlook pointing to relief.

A new theatre ticket register was unveiled at the final session of the meeting here, before 26 members of NTS's sales personnel from Cleveland, Cincinnati, Detroit, Indianapolis, Pittsburgh and Buffalo, and home office executives and representatives of equipment manufacturers.

Specific details of the company's new sales program and new equipment will be withheld from public disclosure until all four of the district meetings have been held.

Concluding the NTS meeting here, M. B. Joy of National Carbon, gave assurances that theatre carbon allocations will be adequate for all operations.

First Studio Replica

(*Continued from page* 1)

Yesterday, the actual date of Edison's birth in 1847, was designated "Thomas Alva Edison Day" throughout New York by Gov. Thomas E. Dewey.

Although Edison's first motion picture camera was completed and in use by 1889, he did not patent it until 1891.

Among other motion picture people invited to the luncheon on Saturday were Buddy Rogers, Charles McCarthy, representing the Council of Motion Picture Organizations, Arthur H. DeBra and Alfred F. Corwin, representing the Motion Picture Association of America.

Wisconsin Allied

(*Continued from page* 1)

tions just can't afford to pay the 40 per cent demanded by distributors for "A" product, it was said.

Ben Marcus, organization president, said that any exhibitor with a justified complaint against any film company should submit the facts to the Allied office and that a special committee would take steps to correct the situation.

Marcus told exhibitor delegates that it is time to get back to the "old-fashioned" showmanship.

HERE COMES MATURE!...Too

Too t



BROTHERHOOD WEEK, FEB. 18-25—To Promote Brotherhood All Year

dangerous for a girl to fool with!
tough for a mob to soften!

The crime-smeared tale of Mike Fury,
fall guy, who became a marked man!

VICTOR MATURE
TERRY MOORE
WILLIAM BENDIX

in

GAMBLING HOUSE



RKO RADIO PICTURES

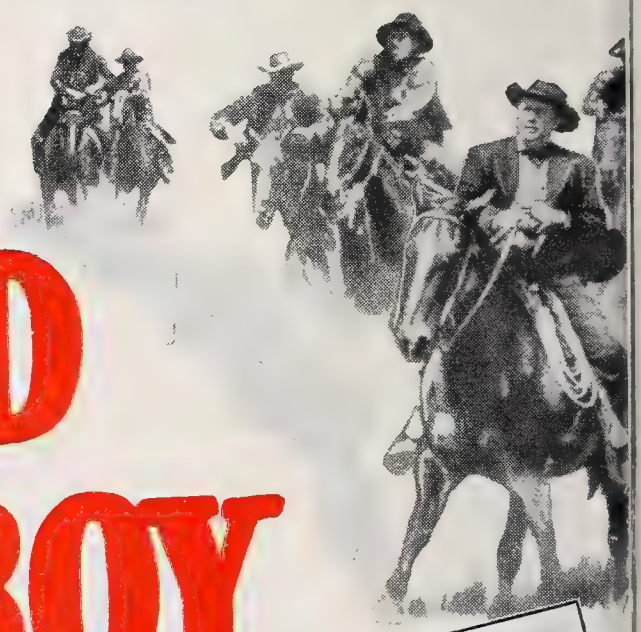
Produced by WARREN DUFF • Directed by TED TETZLAFF • Screenplay by MARVIN BOROWSKY and ALLEN RIVKIN



GLENN FORD ★ EDMOND O'BRIEN
RHONDA FLEMING

in

THE REDHEAD and THE COWBOY

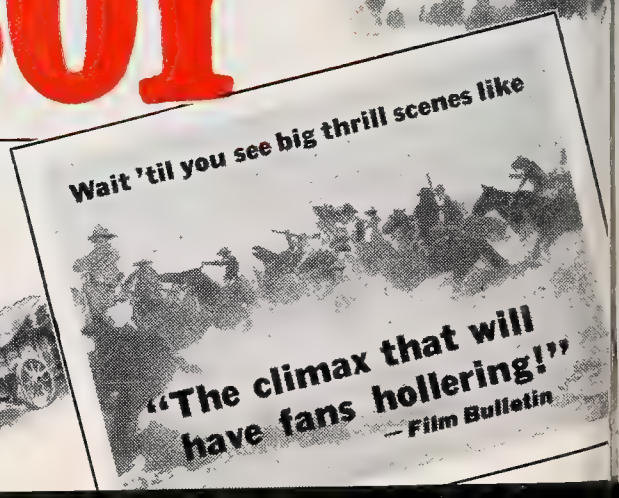


Produced by Irving Asher · Directed by Leslie Fenton

Screenplay by Jonathan Latimer and Liam O'Brien • Based on a Story by Charles Marquis Warren

PARAMOUNT action as great as "THE GREAT MISSOURI RAID"! Be sure to play them both!





BROTHERHOOD WEEK—February 18-25 Brotherhood —for Peace and Freedom. Believe it! Live it! Support it!

TODAY'S NEWS TODAY

MOTION PICTURE DAILY

AIR MAIL EDITION

VOL. 69. NO. 31 NEW YORK, U. S. A., WEDNESDAY, FEBRUARY 14, 1951 TEN CENTS

TOA May Drop Convention For This Year

Group Meets Here Today On By-Laws Amendment

At a special meeting of Theatre Owners of America executives to be held at the Hotel Astor here today it will be decided whether the organization's by-laws should be amended to prepare for the possibility that conditions later this year could be such as to prevent the holding in New York or anywhere else of a 1951 TOA convention.

If, as expected, the group votes today to recommend such an amendment, it would be up to the TOA executive board to change the by-laws at its meeting in Washington on April 4-6.

The by-laws as they stand provide for the holding of a TOA convention annually. The recent ruling-out of a TOA convention in conjunction with

(*Continued on page 8*)

New 'Red' Probe Seen

WASHINGTON, Feb. 13.—Reopening of the House Un-American Activities Committee's investigation of alleged Communist infiltration of Hollywood appears likely as a result of an informal committee decision to hold further hearings on charges of Communist affiliation levied against actor Edward G. Robinson.

Rep. Walter (D., Pa.), ranking Democrat on the committee, said he felt the committee would "inevitably come to a general investigation of Hollywood" from the Robinson hearings. Republican members indicated they would press for such full-scale

(*Continued on page 8*)

Sunday Films Seen So. Carolina Target

CHARLESTON, Feb. 13.—In an opinion expected to result in a drive against Sunday films in South Carolina areas where they are not specifically legalized, the South Carolina Supreme Court has ruled that state laws prohibiting certain activities on Sunday include automobile races.

State Attorney General T. C. Cal-

(*Continued on page 8*)

Allied Board May Name 8 New Compo Representatives

WASHINGTON, Feb. 13.—The question of whether to approve the plan for changing the top-level organization of the Council of Motion Picture Organizations heads another crowded agenda for the board of directors of Allied States Association, which will hold its regular mid-winter meeting here on Thursday and Friday.

A Caravan Committee meeting will be held tomorrow, preceding the board meeting. Allied officers and directors have already started arriving for the sessions, all to be held at the Statler Hotel.

One top Allied official said that if the new COMPO organization were approved, the board would probably name immediately the eight Allied members to sit on the new executive committee. Allied does not have another board meeting scheduled until May, and that would be too late to pick the Allied representatives on COMPO.

Other items on the agenda include the election of officers, a discussion of Phonevision and competing systems, plans for the Federal Communications Commission's theatre television hearings, a discussion of competitive bidding and other provisions of recent Paramount case decrees, and a canvass of current trends in film rental prices.

There has been no suggestion yet for any discussion of an industry arbitration system, according to general

(*Continued on page 7*)

Loop Box-Office Business Perks

Chicago, Feb. 13.—Relatively mild weather and the long holiday weekend gave Loop theatre business a stiff shot-in-the-arm. The biggest business was done by houses playing "At War with the Army," "Steel Helmet," "Storm Warning," "Watch the Birdie" and "Born Yesterday."

Neighborhood houses reported generally good business, too, especially those which featured special Lincoln's Birthday shows with cartoons, comedies, and serials.

Holiday Lifts N. Y. First-Run Grosses; $110,000 Roxy Take

Pleasant weather over a three-day holiday weekend brought good news to Broadway first-run box-offices as grosses mounted to gratifying totals. Current favorite of filmgoers here is "Call Me Mister" at the Roxy where, aided by Danny Kaye on stage, the film grossed a resounding $102,000 for the four days starting last Friday, with a terrific $110,000 expected for a full second week.

Also "up in the chips" is "At War with the Army," at the Paramount, where $82,000 is estimated for a third week, showing the staying power of the picture; Ella Fitzgerald tops the stage bill.

"September Affair" picked up after

(*Continued on page 8*)

Upward Rise at Theatres Continues

The upswing in business at the nation's box-offices, reported for January, is continuing in February, a check of circuits and distributors indicates. In some instances the increase has only been slight, but in many it has been pronounced.

A variety of reasons is offered for the improvement, but foremost among them is "better product." Among other explanations given is that the novelty of television is beginning to wear off, with large segments of the public reverting to their natural tendencies to leave their homes for entertainment.

All Conditions to UA Take-Over Met By Benjamin-Krim

The final legal details in the take-over of management control of United Artists by the Robert Benjamin-Matthew Fox-Arthur Krim group were completed yesterday, meeting the conditions which will remove from escrow the contract with the group signed by Mary Pickford and Charles Chaplin in Hollywood last week.

Papers were signed yesterday finalizing the agreement reached earlier for surrender by Paul V. McNutt, Frank L. McNamee and Max Kravetz of the U. A. stock purchase option and management agreement granted to them last July by Miss Pickford and Chaplin. The amount to be paid the McNutt group for surrender and cancellation of their option was not officially disclosed. Trade reports

(*Continued on page 7*)

Industry Acts To Get Wage Freeze Ruling

AMPP Attorneys Confer Here With Top Echelon

The motion picture industry's effort to get some clarification of the status of various Hollywood workers under the government's wage freeze moved into high gear yesterday with the arrival here from the Coast, by way of Washington, of two top industry lawyers, specialists in labor problems.

The lawyers, Maurice Benjamin and Herbert Freston, sent by the Association of Motion Picture Producers, huddled in New York yesterday with top executives of the various MPAA-member companies preparatory to formulating a request for a government ruling on current industry wage problems.

The attorneys are due to return to Washington this week to contact Wage Stabilization Board members and other government officials on

(*Continued on page 7*)

NEWS FLASHES

Noah Dietrich, RKO board chairman, here from the Coast for hearings tomorrow on a Justice Department motion to force Howard Hughes to sell his trusteed theatre stock, said yesterday that he saw "little chance" of a stock exchange deal with David J. Greene, Wall Street broker who has offered to exchange RKO Picture's stock for Hughes' theatre holdings.

•

The Motion Picture Association board yesterday postponed until next week action on the issuance of a Production Code Seal to "Oliver Twist," after deletions agreed to by Eagle Lion Classics, distributor. Absence of several board members was responsible for the postponement.

1950 Brotherhood Plaque to Gamble

Ted R. Gamble, head of Gamble Enterprises, who was chairman of the amusements division's executive committee for the 1950 Brotherhood Week campaign, will be awarded the World Brotherhood plaque at a meeting of the committee at the Waldorf-Astoria Hotel here next Tuesday.

New England Elects Classman, Isaacs

BOSTON, Feb. 13.—The Independent Exhibitors of New England today elected the following officers for 1951: Norman Classman, president; Irving A. Isaacs, first vice-president; David Hodgdon, second vice-president; Albert Lourie, secretary; Melvin Safner, treasurer; Nathan Yamins, national delegate.

The board of directors are: Katherine Avery, Leonard Goldberg, Fred Markey, Daniel Murphy, Francis Perry, Samuel Resnik, Julian Rifkin, Theodore Rosenblatt, Meyer Stanzler, Andrew Tegu, Charles S. Tobey, Walter Mitchell, W. Lesley Bendsley, Viola Berlin and Leon Task.

No Para. Changes as Pickman Takes Over

No important changes will be made in the Paramount home office advertising-publicty department in consequence of the appointment of Jerome Pickman as acting national director of advertising-publicity and exploitation.

That was the decision given to department members yesterday at a meeting attended by Pickman, A. W. Schwalberg, distribution vice-president; Paul Raibourn, vice-president, and Adolph Zukor, chairman of the board. No one will be named to succeed Pickman as assistant director of the department but Sid Blumenstock, advertising manager, will take on added duties in consequence of the change, which followed the resignation of Max E. Youngstein. Pickman assumed his new duties officially yesterday.

London Variety to Aid Blind Children

LONDON, Feb. 13.—The London Variety Club Tent has named the Sunshine Homes for Blind Babies as recipient of its philanthropic assistance this year. Plans are in work for raising £50,000 ($140,000) for the homes, which are located in all parts of Britain and which receive no state aid.

A sell-out charity show at the Commodore Theatre here last Sunday started the fund-raising activities. The Tent also is promoting a sweepstake on this year's Grand National, expected to raise $28,000, while other plans are under consideration.

Personal Mention

SOL SCHWARTZ, RKO Theatres president, has returned to New York from a tour of the company's divisions.

•

SILAS F. SEADLER, M-G-M advertising manager, was chairman last night of the winter meeting of the Columbia University Journalism Alumnae Association on the subject: "Are Columns Crowding Out the News?"

•

BEN BERGER and STAN KANE, North Central Allied president and executive counsel respectively, left Minneapolis yesterday for Washington to attend the meeting of national Allied directors tomorrow and Friday.

•

ROBERT BERNHARD yesterday resigned from Eagle Lion Classics' print department here and will leave New York shortly for Hollywood.

•

OSCAR DOOB, Loew's Theatres executive, and MIKE CULLEN, Southern division manager, left here Monday for a tour of the South.

•

GEORGE WELTNER, president of Paramount International Films, has arrived in Hollywood from New York en route to Australia.

•

BUDD ROGERS, Realart distribution vice-president, has returned to New York from the Coast.

•

DON PRINCE, RKO Radio Eastern publicity director, returns to New York today from Hollywood.

•

HOWARD DIETZ, M-G-M advertising and publicity vice-president, leaves here for the Coast tonight.

•

RALPH TALBOT, Oklahoma exhibitor, is currently visiting executives at the M-G-M Studio.

•

DON MCELWAINE of M-G-M's studio publicity department, is on a tour of Eastern cities.

•

JOSEPH BERNHARD is en route to Hollywood from New York.

ELLIS G. ARNALL, president of Society of Independent Motion Picture Producers, will return to New York today from Atlanta.

•

GAEL SULLIVAN, Theatre Owners of America executive director, will be in Washington from New York tomorrow for conferences with Federal Communications Commission officials on theatre television developments.

•

ROBERT L. JACKS and MRS. JACKS are the parents of a daughter born Sunday at the Hollywood Presbyterian Hospital. MRS. JACKS is the former DARRYLIN ZANUCK, daughter of DARRYL F. ZANUCK.

•

EDWARD LACHMAN, president of Carbons, Inc., is in Washington from New York to attend tomorrow's board meeting of Allied States Association, of which he is a director.

•

CHARLES MCCARTHY, press relations manager of the Council of Motion Picture Organizations, was kept at home yesterday by illness in his family.

•

HARRY POPKIN, independent producer, has been confined to his hotel here with a severe cold and has postponed his return to the Coast.

•

RUSSELL HOLMAN, Paramount's Eastern production head, arrived in Hollywood from New York at the weekend.

•

JULES LAPIDUS and I. F. DOLID, Warner Brothers executives, are in Washington from New York.

•

SAM FORGOTSON of M-G-M's advertising department here, has returned to his desk after an illness.

•

MORT NATHANSON, Paramount publicity manager, left here yesterday for Washington.

•

VERA CASPARY, novelist and screenwriter, has arrived here from Hollywood.

Eros to Handle ELC Product in U. K.

Eros Films, Ltd., of London, has concluded a deal for the distribution of Eagle Lion Classics' product in the United Kingdom, it was disclosed here yesterday by S. L. Seidelman, ELC's foreign general manager.

The new deal replaces one previously in effect with the J. Arthur Rank Organization, and which was terminated by mutual agreement last week.

Eros Films is headed by the Hyams brothers, Phil and Syd, who have been building up a distribution company in the U. K. Eros has been distributing various groups of Universal-International pictures, plus independent British product, including its own.

Syd Hyams, who arrived in New York last weekend, will return to London today.

Cite Industry for 'Brotherhood' Aid

ALBANY, N. Y., Feb. 13.—"The American amusement and entertainment industries have done a superb job for Brotherhood Week over the last 10 years; the Variety Clubs all over the United States are doing an excellent job for Brotherhood Week—so much so that if every club and organization in the country were to duplicate their accomplishments, there might be no need for a National Conference of Christians and Jews."

This was the message which Dr. Willard Johnson, program director for the NCCJ, brought to a Brotherhood luncheon in the Ten Eyck Hotel here yesterday.

Johnson commended the industry "for its outstanding achievement in the last five years in eliminating the stereotyping that fosters prejudice."

Newsreel Parade

BROTHERHOOD Week and U.S. jet planes plastering the Reds in Korea are current newsreel highlights. Other items include sports and fashions. Complete contents follow:

MOVIETONE NEWS, No. 14—General Douglas MacArthur's strategy. Gay Paree goes overboard with new hairstyles. National Conference of Christians and Jew's "Brotherhood" drive.

NEWS OF THE DAY, No. 248—United States jets blast Reds in Korea. Herbert Hoover's views on the world crisis. Carnival Ball. Sport flashes. Call to "Brotherhood."

PARAMOUNT NEWS, No. 51—Army Nurse Corps spurs recruitment. Hat fashions. White Russians end their long flight from terror. Woman 113 years old. "Brotherhood Week" presentation.

TELENEWS DIGEST, No. 7-A—Atom blast in Nevada. F-80's rake Reds in Korea. Gen. Chiang's soldiers in Formosa. Anti-Communist demonstration in Berlin.

UNIVERSAL NEWS, No. 430—Report from Korea. Paris spring styles. News from the world of sports. National Conference of Christians and Jews' "Brotherhood Week."

WARNER PATHE NEWS, No. 53—Atomic tests rock the West. Hoover on foreign policy. Remington sentenced. Knitwear fashions. "Brotherhood" from the UN for world's children. Animal news. Jets plaster Reds.

May Trial Seen for Goldwyn-FWC Suit

With further depositions still to be taken here and at Los Angeles, the Samuel Goldwyn anti-trust suit against Fox West Coast and others is expected to reach trial in San Francisco some time in May, according to James A. Mulvey, Goldwyn president, who returned here yesterday from the Coast.

Mulvey explained that the case is on the San Francisco Federal Court calendar but will come up in chronological order. Pre-trial depositions have already been taken in San Francisco, from Charles Skouras, president of FWC and National Theatres, and from other officers of defendant companies.

Sentence Talent 'Scout'

LOS ANGELES, Feb. 13.—Federal Judge James M. Carter has sentenced Don O'Neill, recently found guilty of operating a talent-scout racket, to 18 months in Federal prison on each of two counts, to run concurrently. The counts were using the mails to defraud, and conspiracy to do so. O'Neill was given three years probation on nine other counts.

He was among those exposed in the talent-racket campaign sparked some time ago by the Screen Actors Guild.

Priorities for 'Voice'

WASHINGTON, Feb. 13.—The State Department has been given power to use "DO" priority ratings to acquire motion picture equipment and other materials needed to maintain and expand the Voice of America program, the National Production Authority announced.

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WORTH ITS WEIGHT IN GOLD!





MR. TRACY YOU'VE DONE IT AGAIN!

The Preview was one of the three highest-rated in M-G-M history and Spencer Tracy got a 99% popularity rating, a new all-time Survey high. M-G-M has a terrific attraction and it's backed by a campaign that covers the nation! Wanna bet that the grosses top even "King Solomon's Mines"?

M-G-M presents SPENCER TRACY • JOAN BENNETT • ELIZABETH TAYLOR in "FATHER'S LITTLE DIVIDEND" • Don Taylor, Billie Burke • Screen Play by Albert Hackett and Frances Goodrich Based on characters created by Edward Streeter • Directed by VINCENTE MINNELLI • Produced by PANDRO S. BERMAN • A Metro-Goldwyn-Mayer Picture

TRADE SHOWS FEB. 20th

CITY	PLACE	ADDRESS	TIME	CITY	PLACE	ADDRESS	TIME
ALBANY	20th-Fox Screen Room	1052 Broadway	2/20 2 P.M.	MILWAUKEE	Warner Screen Room	212 W. Wisconsin Ave.	2/20 1:30 P.M.
ATLANTA	20th-Fox Screen Room	197 Walton St., N. W.	2/20 2 P.M.	MINNEAPOLIS	20th-Fox Screen Room	1015 Currie Avenue	2/20 2 P.M.
BOSTON	M-G-M Screen Room	46 Church Street	2/20 2 P.M.	NEW HAVEN	20th Fox Screen Room	40 Whiting Street	2/20 2 P.M.
BUFFALO	20th-Fox Screen Room	290 Franklin Street	2/20 2 P.M.	NEW ORLEANS	20th-Fox Screen Room	200 S. Liberty St.	2/20 1:30 P.M.
CHARLOTTE	20th-Fox Screen Room	308 S. Church Street	2/20 1:30 P.M.	NEW YORK - N. J.	M-G-M Screen Room	630 Ninth Avenue	2/20 2:30 P.M.
CHICAGO	H. C. Igel's Screen Room	1301 S. Wabash Ave.	2/20 1:30 P.M.	OKLAHOMA CITY	20th-Fox Screen Room	10 North Lee Street	2/20 1 P.M.
CINCINNATI	RKO Palace Bldg. Sc. Rm.	16 East Sixth Street	2/20 8 P.M.	OMAHA	20th-Fox Screen Room	1502 Davenport St.	2/20 1 P.M.
CLEVELAND	20th-Fox Screen Room	2219 Payne Ave.	2/20 1 P.M.	PHILADELPHIA	M-G-M Screen Room	1233 Summer Street	2/20 11 A.M.
DALLAS	20th-Fox Screen Room	1803 Wood Street	2/20 2:30 P.M.	PITTSBURGH	M-G-M Screen Room	1623 Blvd. of Allies	2/20 2 P.M.
DENVER	Paramount Screen Room	2100 Stout Street	2/20 2 P.M.	PORTLAND	B. F. Shearer Screen Rm.	1947 N. W. Kearney St.	2/20 2 P.M.
DES MOINES	20th-Fox Screen Room	1300 High Street	2/20 1 P.M.	ST. LOUIS	S'Renco Art Theatre	3143 Olive Street	2/20 1 P.M.
DETROIT	Max Blumenthal's Sc. Rm.	2310 Cass Avenue	2/20 1:30 P.M.	SALT LAKE CITY	20th-Fox Screen Room	216 E. First St., So.	2/20 1 P.M.
INDIANAPOLIS	20th-Fox Screen Room	326 No. Illinois St.	2/20 1 P.M.	SAN FRANCISCO	20th-Fox Screen Room	245 Hyde Street	2/20 1:30 P.M.
KANSAS CITY	20th-Fox Screen Room	1720 Wyandotte St.	2/20 1:30 P.M.	SEATTLE	Jewel Box Preview Thea.	2318 Second Ave.	2/20 1 P.M.
LOS ANGELES	United Artists' Screen Rm.	1851 S. Westmoreland	2/20 2 P.M.	WASHINGTON	RKO Screen Room	932 N. Jersey Ave., N. W.	2/20 2 P.M.
MEMPHIS	20th-Fox Screen Room	151 Vance Avenue	2/20 2 P.M.				

U-I's smash War Comedy "Up Front"

WILL BE THE FIRST PICTURE ACTUALLY TO LIST THEATRE NAMES IN NATIONAL MAGAZINE ADVERTISING!

All key-city playdates in April will be listed in this ad which will appear in LIFE (April 6) SAT EVE.POST(April 4) before a readership of over 30,000,000!*

Another great U-I Showmanship **FIRST!**

Bill Mauldin's Up

These Theatres from Coast to Coast will be playing "Up Front" during the Month of April!

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Universal International

Screenplay by STANLEY ROBERTS

*Additional regular ads will appear in LOOK,

THE FUNNIEST BOOK TO COME OUT OF THE WAR

Front

NOW A HILARIOUS MOTION PICTURE !

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If your favorite theatre is not listed here, ask the manager when he will be playing **"Up Front"**











Starring

DAVID WAYNE *as* "JOE"
TOM EWELL *as* "WILLIE"

with
MARINA BERTI • JEFFREY LYNN • RICHARD EGAN

Produced by LEONARD GOLDSTEIN • Directed by ALEXANDER HALL • A UNIVERSAL-INTERNATIONAL PICTURE

National Pre-Selling

UNIVERSAL-INTERNATIONAL again is breaking new ground in the use of film advertising to help at the point of sale—the box-office.

David A. Lipton, vice-president in charge of advertising-publicity, disclosed yesterday that the company, for the first time, will incorporate in its national magazine advertising, lists of theatres in key cities that play a particular picture. Selected for the innovation is Bill Mauldin's "Up Front," to be placed in general release in April.

Life and the *Saturday Evening Post*, have been chosen for the test of tieing in local theatres in national advertising. Supplemental ads of conventional format will appear simultaneously in *Look*, *The American Legion* and other national publications.

Lipton further pointed out that, "Universal salesmen are already in the field with copies of the actual ads to show to their accounts." He said, "with the cooperation of theatres in follow-up merchandising of the advertisements at the local level, we feel that theatre identification in national selling can prove to be one of the industry's most powerful new advertising stimulants."

•

The Cigar Institute of America has tied in with the regional penetration campaigns for M-G-M's "The Magnificent Yankee." With Louis Calhern showing cigars to advantage in his role in the picture, the Institute has planted 1,500 posters in cigar stores in the Boston area alone, and will follow-up through tobacco distributors and retail outlets. The Institute will also engage in a promotional tieup with the forthcoming Arthur Loew picture, "Therese," in which cigars play a prominent part in the unfolding of the story.

•

The first music-world premiere in motion picture history took place Monday at the Park Avenue theatre, where some of the world's great virtuosos mingled with leaders of civic and social affairs to welcome the opening of 20th Century-Fox's "Of Men and Music." The gathering of this distinguished and select audience keys the handling of the first motion picture concert as a film attraction in subsequent-runs. The complete cooperation of music, radio and educational authorities is embraced in pre-selling the picture.

•

Robert Stillman's "The Sound of Fury" which has been the recipient of numerous pre-selling citations, including one from the United Nations, as one of the important films of 1951, has been awarded another commendation by a top women's organization, the National League of Pen Women. Lucille Palmer Thompson, national chairman of the influential women writers' group, hailed the film as "an important contribution to our troubled times."

•

National radio exploitation on a scale seldom attempted for a motion picture is claimed for the release of 20th Century-Fox's "The 13th Letter" which will have a major promotion at the local level through a tieup with 544 Mutual network stations. Special one-sheets are offered to exhibitors to cross-plug the film as intensive on-the-spot exploitation in conjunction with the radio programs. In each locality, Mutual promotion managers are contacting local theatres on cooperative publicity, exploitation and radio time to coincide with playdates.

•

"Bird of Paradise"—Easter release by 20th Century-Fox will get a five-page spread in full color in the April issue of Photoplay magazine which will hit the stands in mid-March, just prior to the saturation premiere of the picture. The section will be devoted to the fashions which have been inspired by the Technicolor film and which will be on display in hundreds of stores throughout the country for the Easter season. There will also be an all-out campaign to feature "Bird Paradise" fashions on TV programs from Coast to Coast, starting with the Margaret Arlen show on CBS-TV.

•

Gene Autry will be starred in one of the largest promotional campaigns ever launched in the name of a single star personality. Beginning in February and extending through May, Quaker Oats will feature color pictures of Gene on every box of Puffed Wheat and Puffed Rice. Tieing in will be a premium giveaway of five pocket-sized Gene Autry comic books. The campaign will result in the distribution of 5,000,000 *of the color boxes through* 150,000 *retail stores, in addition to shelf strips, counter cards and window displays to support national advertising in top-circulated national magazines.*

—WALTER BROOKS

Review

"Bowery Battalion"

(Monogram)

LITERAL-MINDED fans may look askance at some of the goings-on in this Jan Grippo production but, credibility aside, director William Beaudine manages to get some good laughs from Charles R. Marion's story. Rowdy shenanigans are made-to-order for the Bowery Boys, in a plot that taxes credulity. The picture should please younger patrons.

Leo Gorcey and his gang enlist in the Army on the strength of being frightened by a mock air raid. They are surprised to meet their friend, Bernard Gorcey, now a major, at their base. He received his commission because he alone holds the key to the death-dealing hydrogen ray. Foreign spies seek to capture the major after receiving a tip from Virginia Hewitt, the major's secretary who is actually a member of the spy ring. Leo and the boys, free at last from the guard-house where they seem to have spent most of the time, go AWOL, to round up the spy ring and rescue their friend. The boys are first cited for bravery, and then they are put in the guard-house for being AWOL.

Others in the cast are: Huntz Hall, Donald MacBride, Russell Hicks, William Benedict, Buddy Gorman, David Gorcey, John Bleifer, Al Eben, Frank Jenks and Selmer Jackson.

Running time, 69 minutes. General audience classification. Release date, Jan. 24.

56 Permits Granted In 1950 By Madrid

WASHINGTON, Feb. 13.—During the first 11 months of 1950 the Spanish government granted 56 import licenses for feature films, Commerce Department film chief Nathan D. Golden reports.

This is based on domestic production of 35 features. Licenses for importing films are granted only to Spanish producers, with the number of permits depending on the classification of the Spanish film produced. The current sales value of an import permit is reported to be about 1,100,000 pesetas.

Goldwyn to Reissue Kaye's 'Up in Arms'

"Up in Arms," Samuel Goldwyn's first Danny Kaye vehicle, will be reissued by RKO. The first playdate is set for tomorrow at Miami, where it will have a dual opening at the Variety and Embassy theatres on a single feature bill. The film will open on March 2 on a double bill with Goldwyn's Bob Hope starrer, "They Got Me Covered," at the State Theatre, Youngstown, O.

A new campaign will include revised ads, posters, lobby displays and a new pressbook. New prints are also being used for the reissue.

Cheyfitz to Coast on Film Aid to 'Voice'

WASHINGTON, Feb. 13.—Edward Cheyfitz, special assistant to the president of the Motion Picture Association of America, will leave for Hollywood at the end of the week for meetings with studio and labor officials.

Cheyfitz will meet with the Motion Picture Industry Council to discuss, among other things, plans for increased industry cooperation with the State Department in expanding the Voice of America program. He may also discuss with studio officials the rescheduling of the East-West executives' meeting.

Georgia Sales Tax Includes Theatres

WASHINGTON, Feb. 13.—A new three per cent general sales tax, levied on admissions but not on film rentals, has become law in Georgia, Jack Bryson, legislative representative of the Motion Picture Association of America, reports. The three per cent general tax replaces a slightly lower special admission tax. A bill to levy a $500-per-picture license fee has been indefinitely postponed in committee, while a tough censorship bill was killed in committee.

Hutcheon in New Post

PHILADELPHIA, Feb. 13.—George D. Hutcheon, office manager of the Warner exchange here, has been promoted to salesman in charge of New Jersey and Delaware, replacing O. B. Guilfoil, who resigned. Ed O'Donnell, booker, becomes office manager here.

Short Subjects

"The Wanderers' Return"

(Warner Brothers)

The story of present day Israel is told in "The Wanderers' Return," which gives the historical background of the land, its religious and political significance through the ages and its geographical design, all pictured in Technicolor.

The film covers the modern innovations introduced in the country and the people responsible for these improvements. The climax is a verbal note to all freedom-loving people. The photography itself will prove of great interest to most theatre-goers. The continuity is top grade. Running time, 20 minutes.

"My Country 'Tis of Thee"

(Warner Brothers)

A pictorial presentation of United States history, ranging from the landing on the Plymouth Rock to the signing of the Atlantic Pact is offered in this Technicolor subject. Historical sequences in costume result in a highly entertaining and informative presentation. There is a good deal of flag-waving throughout, but that is to be expected in these times. The general public should enjoy this release. Running time, 20 minutes.

'Tales of Hoffman' Premiere April 1

"Tales of Hoffman," the Michael Powell-Emeric Pressburger production being distributed here by Lopert Film Distributing Corp., will have its American premiere at New York's Metropolitan Opera House on April 1.

The American Red Cross will sponsor the premiere with proceeds of the performance being contributed to the 1951 Red Cross drive.

Legion Reviews 6; Rates All as 'A'

Six additional pictures have been reviewed by the National Legion of Decency, with all receiving an "A" rating.

In Class A-1 are Universal-International's "The Magnet," Columbia's "Ridin' the Outlaw Trail," and "A Yank in Korea." In Class A-11 are 20th Century-Fox's "Lucky Nick Cain," Distinguished Film's "Seven Days to Noon," and M-G-M's "Vengeance Valley."

Phonevision Is Set For Another Week

CHICAGO, Feb. 13.—New Phonevision test film-fare for the next week includes: "From This Day Forward," RKO, 1946; "Desert Fury," Paramount, 1947; "To the Victor," Warner, 1948; "Mexican Spitfire," RKO, 1939; "The Bishop's Wife," Goldwyn, 1948; "Hollow Triumph," Eagle-Lion, 1948, and "Deep Valley," Warner, 1947.

20th Reduces Capital

ALBANY, N. Y., Feb. 13.—Notice of a reduction of 20th Century-Fox capital from 4,674,569 shares to 4,669,857 shares, of no par value, has been filed here.

U. A. Deal

(*Continued from page* 1)

placed it at under $100,000.

The resignations of McNutt as board chairman, McNamee as president and Kravetz as secretary of U. A. are provided for in the agreement reached. McNutt may serve on the new U. A. board of directors but McNamee and Kravetz will not be associated with the new management, it is reported.

Krim will become the new president of U. A. Benjamin and Fox will be on the board of directors, it is believed, but in any event will serve in advisory capacities, more than likely without executive titles. Negotiations for other management posts have not been undertaken yet and will not be until the deal is formally closed, either tomorrow when all papers will be in readiness, or Friday, when Loyd Wright, Chaplin's attorney, arrives here from the Coast and frees the basic contract from escrow.

Papers securing the new financing for U. A. were signed with Walter Heller & Co., Chicago factors, in that city yesterday and should be received here today. The new financing reportedly provides a minimum of $1,000,000 for current operating requirements and a minimum of $2,000,000 for new production financing, with no fixed ceiling on either.

In Charge Monday

No hitches in the closing details have been encountered and all conditions of the deal will have been met by the Benjamin-Fox-Krim group today. Krim should be able to take over at U. A. by next Monday, if not sooner. It is expected that he will initiate negotiations promptly for Max E. Youngstein, who resigned from Paramount this week, to become vice-president in charge of advertising-publicity, and with William J. Heineman, whose contract at Eagle Lion Classics expires this week and will not be renewed, as vice-president in charge of distribution. There has been no indication of what the new management plans with respect to Gradwell L. Sears, whose contract runs to the end of this year, with pension provisions for 10 years thereafter.

Krim also will hold further discussions early with U. A. producers for delivery of completed product withheld because of the company's heretofore uncertain status. Preliminary discussions already have been held with several, with "encouraging" results reported. Krim also will start negotiations with producers for new product at an early date.

Office Employes; Salesmen Unions Prepare UA Pay Hike Bids

With the United Artists situation approaching clarification, at least two unions representing segments of the company's personnel are preparing to move for wage increases.

Leaders of the unions, which represent UA "white collar" workers and the company's salesmen, have indicated their belief that the adoption of pay increases at UA would not be a violation of the government's wage-freeze order.

Both IATSE Motion Picture Home Office Employes Local No. H-63 and the Colosseum of Motion Picture Salesmen of America claim to hold commitments from the company to negotiate for increases when UA's financial and production problems are solved. In the unions' opinion these problems will have been solved when Arthur Krim, Robert Benjamin and Matthew Fox complete in current talks their assumption of management control of the company.

David Beznor, Colosseum general counsel, is in New York from Milwaukee to investigate the possibility of early talks with UA officials. Asserting that the salesmen's minimum at UA is $10 less than the weekly base pay of all other distribution companies, Beznor holds that the wage-freeze order allows for the correction of "existing inequities."

Want Retroactive Pay

A similar view was expressed by Russell M. Moss, H-63's executive vice-president, who said that under a committment signed on Jan. 1, 1950, UA at present owes its 125 "white collarites" retroactive pay totalling between $25,000 and $30,000.

Beznor said yesterday that he has worked out here with the industry's labor committee a procedure preliminary to the opening of negotiations for new salesmen's contracts with distributors. Present contracts will expire in about two months. He estimated that negotiations would begin in about three weeks. However, a date and place have yet to be set.

Walsh Sees Studios Willing To Talk "Money Additions"

HOLLYWOOD, Feb. 13. — Richard Walsh, president of the IATSE, here from a week of conferences with "IA" executives at Tucson, disclosed at a meeting of the Hollywood AFL Film Council that major producers have agreed to discuss the possibility of "money additions" with a committee representing the Council's several constituent unions.

Walsh stressed the point that present contracts are not to be reopened, and that a "money addition" does not mean a "cost-of-living increase," also that producers have not agreed tacitly to grant any specific revision in the wage structure. He said discussions are to take place immediately. He told the unions to proceed at once with the appointment of representatives fully authorized to act on whatever proposals materialize.

Walsh indicated that discussions will seek to accomplish the same general effect which living-cost revisions have achieved in other industries since 1947, when the present studio wage schedules were established.

'IA' Invades Para., Loew's

Harold Spivak, counsel for the IATSE Motion Picture Home Office Employes Local No. H-63, will file this week with the National Labor Relations Board in Washington a petition for an election among white collar employes of the Paramount home office and Loew's New York exchange to determine collective bargaining agents.

The Screen Office and Professional Employes Guild last week lost its control of the Paramount workers in consequence of an NLRB ruling that that union had "lost its identity."

H-63, long-time jurisdictional rival of SOPEG, claims to have enrolled a majority of the workers at Paramount's home office and at Loew's exchange.

Russell M. Moss, H-63 executive vice-president, said his union will seek to include publicists in the election at both offices. He claims the "IA" local has the support of a "majority" of publicists at the Paramount home office.

Industry Acts

(*Continued from page* 1)

questions now confronting studio executives in dealing with the talent guilds, craft workers and other studio employes.

It was pointed up in their conversations here yesterday that one of the most perplexing problems facing studios now is the question of option contracts and contracts calling for periodic increases.

Word reaching here from Washington was that the informal opinion of government attorneys is that any increase in contracts having general application are out, but contracts for a particular individual may be okay. However, they emphasize that nothing can be said definitely until the industry officially requests a ruling.

Seek Blanket Exemption

Another problem is to see if a blanket exemption can be worked out for talent guild workers. In the last war, the industry finally evolved a system whereby the Treasury took jurisdiction and the industry merely had to report periodically its actions on wages for writers, directors, actors, and other talent. The Treasury would object only if there were a conspicuously flagrant violation of its regulations, it was said.

Meanwhile, according to Washington sources, over-all board policies on such basic questions as how much wage increases are to be allowed over Jan. 1, 1950, exemption for small firms, general treatment of industries whose prices are exempt—such as the film industry—have been delayed by bickering among labor, industry and public members of the board.

Gould Will Manage U.A.'s Branch Office in Panama

David Gould has been appointed manager for United Artists in Panama by Al Lowe, general manager of the U. A. foreign department. He succeeds Henry Ronge, resigned.

Sands to Cleveland

CLEVELAND, Feb. 13.—Ernest Sands, Warner Brothers salesman in Pittsburgh, has been transferred to the Cleveland branch to succeed the late Dave Kaufman, who was killed recently in an automobile accident.

Gottlieb Joins Lippert

CLEVELAND, Feb. 13.—Leo Gottlieb, former Universal salesman in this area and more recently Eagle Lion Classics branch manager in Pittsburgh, returns to Cleveland as manager of the Lippert branch. He succeeds Rube Perlman who returns to New York to a new connection to be announced shortly.

Allied Board

(*Continued from page* 1)

counsel Abram F. Myers. He said this means arbitration can be discussed only if some director moves to add it to the agenda at the last minute.

Trueman Rembusch is expected to be renamed president by the board, since it has been Allied's practice to keep all officers for two years, and Rembusch is just rounding out his first year in the top Allied post.

Myers Is Optimistic

Myers' annual report will be a feature of the board meeting, and it is expected that the keynote of the report will be optimism over the industry's prospects in the immediate future. Myers has made no secret of his belief that due to a variety of factors attendance will start picking up rapidly and that good days are ahead for the industry generally and independent exhibitors particularly.

The report is also expected to praise the divestiture technique adopted by the Justice Department in the Warner consent decree when in many cases divestiture of a particular theatre or theatres was conditioned on competing theatres of a particular run being in business at the end of one, two or five years.

Myers said Allied territories have been canvassed on present trends on film rental prices and this matter will come before the board for action. He declared that Rembusch and Jack Kirsch would report on the Phonevision experiment in Chicago, that Wilbur Snaper would report on the Skiatron tests in New York and that William C. Allen would report on the RCA and CBS color television systems. Rembusch will outline Allied progress and plans for the FCC theatre television hearings.

Allied of Indiana Favors Move for Expanded COMPO

INDIANAPOLIS, Feb. 13.—The board of directors of Allied Theater Owners of Indiana has instructed its representatives at the national Allied board meeting at Washington, on Thursday and Friday, to go along with the COMPO proposal for broader TOA representation on the executive committee.

Trueman Rembusch, William A. Carroll and Joseph P. Finneran will attend the Washington session for Indiana Allied.

Objection was raised at the recent February board meeting of Indiana Allied to the number of ads on coming attractions found in newsreels. Some exhibitors complained that pre-advertising of pictures which they had not yet bought placed them in a poor bargaining position. There also was a demand that distributors ship film ready to run, without putting exhibitors to the expense of paying an operator to inspect and rewind it.

Following the board meeting, Sam Switow, Louisville exhibitor, called a session of exhibitors and branch managers to discuss ways and means by which the business here can contribute to the support of the Will Rogers Memorial Hospital at Saranac. Switow was elected chairman of an Indianapolis area committee to promote the showing of a short subject telling about the hospital.

NY Grosses

(Continued from page 1)

a rather slow opening week with $116,000 due for a second and final week; "Payment on Demand" and a new stage show will bow in tomorrow.

"The Enforcer" at the Capitol is holding a good pace in a second week, with about $40,000 due for a third week; "Vengeance Valley" will open there on Saturday. At the Strand, "Operation Pacific" will take in about $42,000 for a satisfactory second week, with Denise Darcel heading the stage bill.

Newcomers are doing well at the Criterion and at the Globe. "Frenchie" is heading for an excellent first week gross of $17,500 at the Criterion, while "Sugarfoot" is racking up about $14,500 in its bow at the Globe.

"The Second Woman" is taking in a satisfactory $14,000 for its second week at the Rivoli, while "The Steel Helmet" is holding up nicely at Loew's State, on approximately $12,000 coming in for its third and final week; "Tomahawk" will open there on Saturday. A pair of re-issues, "The Last Gangster" and "The Big Store," are still doing good business at the Mayfair, with about $13,000 estimated for a third week.

'Born Yesterday" Strong

Still a consistent money-maker, "Born Yesterday" is expected to draw $26,000 at the Victoria for an eighth week. Next door, at the Astor, "Harvey" is a bit milder, but is still pulling a good figure on $16,000 for an eighth week. At the Bijou, where "Cyrano de Bergerac" is in the 14th week of a two-a-day, reserved-seat stand, an excellent and steady gross of $10,000 is expected.

Off Broadway, "Trio", at the Sutton, is due for a gross of $6,200 for a 19th week.

"The Blue Lamp" closed a five-week run at the Park Avenue yesterday with $4,800 for the final week, which is a very good closing figure. "Of Men and Music" had its premiere there last night.

Kill Bill in Maine

BOSTON, Feb. 13.—A bill to require two projectionists in theatre booths at all time has been killed in the Maine legislature, according to reports reaching here from Augusta.

Hayward Buys Interest

HOLLYWOOD, Feb. 13.—Louis Hayward has purchased a half-interest in Edgar Ulmer's independent producing company, Mid-Century Productions. He and Ulmer have acquired "The Fulton Case."

N. Y. Circuits Raise Ticket Price Scales

Most Metropolitan New York circuits, including RKO and Loew's, have increased admission scales moderately, it is learned.

Weekday scales in most instances have been increased five cents to 40 cents, and weekend and holiday scales are up from a former 74 cents to a current 80 cents. A number of Metropolitan circuit houses also increased popcorn and candy prices several cents recently.

Canadian Controls Threaten 155 New Theatres; 48 Others Are in Doubt

Washington, Feb. 13.—Controls imposed by the Canadian government on steel and other key materials used in theatre construction will "undoubtedly" force Canadian exhibitors to abandon plans for 123 new indoor theatres and 32 drive-ins, all now in the blue-print stage, the U. S. Commerce Department disclosed here today.

A report by film chief Nathan D. Golden said the effect of the controls on the 34 indoor theatres and 14 drive-ins now under construction is still unclear, but the chances are they will be allowed to be completed. He emphasized the tremendous post-war theatre-building boom in Canada, with over $36,000,000 spent during the past five years to build 471 new theatres and renovate and remodel existing houses.

SWG, Producers Reach Compromise

HOLLYWOOD, Feb. 13.—The contract dispute between major producers and the Screen Writers Guild, which had threatened to result in a strike if not settled before Thursday has been reconciled. The Guild and producers issued the following statement after final conferences here:

"We have reached an agreement on all major issues, including television, the separation of rights involved in original story sales, term of contract and no-strike provision, a 10 per cent Guild shop, salary minimums and advertising billing."

Included in the statement are most points on which contract negotiations broke down last summer, following which the Guild took a strike vote on Dec. 15.

Separation of rights, considered the thorniest problem in negotiations, was settled in an agreement which provides "where the producer wishes to acquire dramatic, publication or radio rights, in addition to motion picture rights, he will bargain and pay separately for each right."

The contract, which runs eight years, is reopenable every two years on television, billing and minimum compensation. Writer participation in revenues from re-issues, which was among Guild demands, was not mentioned in the joint statement.

Under the contract, producers agree that in advertising billing, the writer's name will be on a parity with the director's and producer's. Pact establishes a joint producer-Guild committee to meet and consider any grievances.

RKO - ELC 'Outlaw' Case Hearing Friday

Federal Judge Vincent L. Leibell yesterday continued the temporary restraining order against Eagle Lion Classics' use of the title "My Brother, the Outlaw" for Benedict Bogeaus' recent production, pending argument in U. S. District Court here on Friday on RKO Pictures' motion for a preliminary injunction.

RKO has sued to prevent ELC use of the title on the ground that it corresponds too closely to "The Outlaw," the title of a Howard Hughes production now in release.

Fitzgibbon Appointed

Stephen E. Fitzgibbon, formerly studio manager for 20th Century-Fox Movietone Studio here, has been named manager of Seaboard Studios, producers of television film.

Denies Plea to Move Lea Case

WASHINGTON, Feb. 13. — Judge Tamm in U. S. District Court has ruled on two motions in the suit brought here by Leonard Lea, of Danville, Va., against major distributors and three theatre circuits.

Lea, who owns the North and Lea theatres in Danville, sued for better clearance as against clearance for theatres of United Paramount Theatres. Danville Enterprises, and Wilby-Kincey Service Corp. The latter three asked that the case against them be dismissed on the ground that they did not transact business in Washington, and Judge Tamm granted this motion. However, he denied a motion of the distributors to transfer the case to Western Virginia on the ground that it worked no hardship on the distributors to have the case tried in Washington and that the plaintiff had the right to choose the trial court.

Services for Garrison

ST. LOUIS, Feb. 13.—Funeral services were held here yesterday for Joseph E. Garrison, 53, Universal Pictures district manager with headquarters in St. Louis, who died on Friday following a cerebral hemorrhage. Garrison had been with Universal for 22 years, starting as a salesman in Albany in 1928. The widow survives.

Charles M. Nellis

HARTFORD, Feb. 13.—Charles M. Nellis, 94, one of Connecticut's pioneer exhibitors, died at his Meriden, Conn., home. He is said to have been the first man in Meriden to show motion pictures commercially.

Maurice Rosenfeld, 49

TORONTO, Feb. 13.—Maurice Rosenfeld, 49, theatre, radio and advertising executive here, died after a long illness. Formerly with Allen Theatres, he developed a number of radio personalities.

Sunday Films

(Continued from page 1)

lison, in commenting on the decision, said: "Our next concern is the showing of motion pictures on Sunday. Showings are authorized in some localities by acts of the legislature, but in other localities such authorization has not been given.

"The supreme court in its opinion did not specifically mention Sunday movies, it is true, but I hope that the operators of motion picture theatres on Sunday will recognize this action of the supreme court and will go along with that ruling."

'Red' Probe

(Continued from page 1)

hearings on charges of Red influence in the film colony.

Committee chairman Wood (D., Ga.), said no final decisions had been made on anything, and that probably a definite committee agenda would be set up at a meeting late this week. But other committee members said there was an "informal agreement" to reopen the Robinson case, and that they believed the general hearings would follow.

Walter has indicated his interest would be not only in hearing charges of Communist penetration but also in giving "smeared" persons a chance to clear themselves. Other committee members, however, seem more interested in the former.

First Hearing Was in '47

In the fall of 1947, the committee, under the chairmanship of Rep. J. Parnell Thomas, held hearings on Hollywood which ultimately resulted in contempt convictions for ten writers, directors and other film workers. However, the committee recessed the hearings with at least another dozen "unfriendly witnesses" to be heard from.

Since then there has been periodic pressure from legislators to reopen the hearings, but the committee has been busy with other subjects.

TOA Convention

(Continued from page 1)

an exposition sponsored by the Theatre Equipment and Supply Manufacturers Association, and the possibility that railroad and other travel reservations could be curtailed by next summer in consequence of the international situation have prompted TOA leaders to consider altering the by-laws so that if it is impossible to hold a convention this year a postponement will be permissible.

Today's meeting will be attended by Gael Sullivan, executive director; Herman M. Levy, general counsel; Si Fabian, convention chairman, and Walter Reade, Jr., George Skouras and others.

The April board meeting, Sullivan said yesterday, very likely will be "expanded" to allow for attendance by some 60 TOA regional executives.

Lopert Name Changed

ALBANY, N. Y., Feb. 13.—Lopert Films Distributing Co., Inc., New York, has changed its name to Lopert Films Distributing Corp.

Film Nominees for Academy Award

Due to an error in wire transmission from Hollywood, *Motion Picture Daily's* story yesterday failed to include "Born Yesterday," Columbia; "Father of the Bride" and "King Solomon's Mines," both M-G-M, among the Academy nominees for the "Best Picture" award. The other nominees in that category, as reported, were "All About Eve," 20th Century-Fox and "Sunset Boulevard," Paramount.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 69. NO. 31 NEW YORK, U. S. A., WEDNESDAY, FEBRUARY 14, 1951 TEN CENTS

TOA May Drop Convention For This Year

Group Meets Here Today On By-Laws Amendment

At a special meeting of Theatre Owners of America executives to be held at the Hotel Astor here today it will be decided whether the organization's by-laws should be amended to prepare for the possibility that conditions later this year could be such as to prevent the holding in New York or anywhere else of a 1951 TOA convention.

If, as expected, the group votes today to recommend such an amendment, it would be up to the TOA executive board to change the by-laws at its meeting in Washington on April 4-6.

The by-laws as they stand provide for the holding of a TOA convention annually. The recent ruling-out of a TOA convention in conjunction with

(*Continued on page 8*)

New 'Red' Probe Seen

WASHINGTON, Feb. 13.—Reopening of the House Un-American Activities Committee's investigation of alleged Communist infiltration of Hollywood appears likely as a result of an informal committee decision to hold further hearings on charges of Communist affiliation levied against actor Edward G. Robinson.

Rep. Walter (D., Pa.), ranking Democrat on the committee, said he felt the committee would "inevitably come to a general investigation of Hollywood" from the Robinson hearings. Republican members indicated they would press for such full-scale

(*Continued on page 8*)

Sunday Films Seen So. Carolina Target

CHARLESTON, Feb. 13.—In an opinion expected to result in a drive against Sunday films in South Carolina areas where they are not specifically legalized, the South Carolina Supreme Court has ruled that state laws prohibiting certain activities on Sunday include automobile races.

State Attorney General T. C. Cal-

(*Continued on page 8*)

Allied Board May Name 8 New Compo Representatives

WASHINGTON, Feb. 13.—The question of whether to approve the plan for changing the top-level organization of the Council of Motion Picture Organizations heads another crowded agenda for the board of directors of Allied States Association, which will hold its regular mid-winter meeting here on Thursday and Friday.

A Caravan Committee meeting will be held tomorrow, preceding the board meeting. Allied officers and directors have already started arriving for the sessions, all to be held at the Statler Hotel.

One top Allied official said that if the new COMPO organization were approved, the board would probably name immediately the eight Allied members to sit on the new executive committee. Allied does not have another board meeting scheduled until May, and that would be too late to pick the Allied representatives on COMPO.

Other items on the agenda include the election of officers, a discussion of Phonevision and competing systems, plans for the Federal Communications Commission's theatre television hearings, a discussion of competitive bidding and other provisions of recent Paramount case decrees, and a canvass of current trends in film rental prices.

There has been no suggestion yet for any discussion of an industry arbitration system, according to general

(*Continued on page 7*)

Loop Box-Office Business Perks

Chicago, Feb. 13.—Relatively mild weather and the long holiday weekend gave Loop theatre business a stiff shot-in-the-arm. The biggest business was done by houses playing "At War with the Army," "Steel Helmet," "Storm Warning," "Watch the Birdie" and "Born Yesterday."

Neighborhood houses reported generally good business, too, especially those which featured special Lincoln's Birthday shows with cartoons, comedies, and serials.

Holiday Lifts N. Y. First-Run Grosses; $110,000 Roxy Take

Pleasant weather over a three-day holiday weekend brought good news to Broadway first-run box-offices as grosses mounted to gratifying totals. Current favorite of filmgoers here is "Call Me Mister" at the Roxy where, aided by Danny Kaye on stage, the film grossed a resounding $102,000 for the four days starting last Friday, with a terrific $110,000 expected for a full second week.

Also "up in the chips" is "At War with the Army," at the Paramount, where $82,000 is estimated for a third week, showing the staying power of the picture; Ella Fitzgerald tops the stage bill.

"September Affair" picked up after

(*Continued on page 8*)

Upward Rise at Theatres Continues

The upswing in business at the nation's box-offices, reported for January, is continuing in February, a check of circuits and distributors indicates. In some instances the increase has only been slight, but in many it has been pronounced.

A variety of reasons is offered for the improvement, but foremost among them is "better product." Among other explanations given is that the novelty of television is beginning to wear off, with large segments of the public reverting to their natural tendencies to leave their homes for entertainment.

All Conditions to UA Take-Over Met By Benjamin-Krim

The final legal details in the takeover of management control of United Artists by the Robert Benjamin-Matthew Fox-Arthur Krim group were completed yesterday, meeting the conditions which will remove from escrow the contract with the group signed by Mary Pickford and Charles Chaplin in Hollywood last week.

Papers were signed yesterday finalizing the agreement reached earlier for surrender by Paul V. McNutt, Frank L. McNamee and Max Kravetz of the U. A. stock purchase option and management agreement granted to them last July by Miss Pickford and Chaplin. The amount to be paid the McNutt group for surrender and cancellation of their option was not officially disclosed. Trade reports

(*Continued on page 7*)

Industry Acts To Get Wage Freeze Ruling

AMPP Attorneys Confer Here With Top Echelon

The motion picture industry's effort to get some clarification of the status of various Hollywood workers under the government's wage freeze moved into high gear yesterday with the arrival here from the Coast, by way of Washington, of two top industry lawyers, specialists in labor problems.

The lawyers, Maurice Benjamin and Herbert Freston, sent by the Association of Motion Picture Producers, huddled in New York yesterday with top executives of the various MPAA-member companies preparatory to formulating a request for a government ruling on current industry wage problems.

The attorneys are due to return to Washington this week to contact Wage Stabilization Board members and other government officials on

(*Continued on page 7*)

Hughes Stock Swap Remote

Doubt that a satisfactory offer for a "swap" of RKO Pictures stocks controlled by David J. Greene, Wall Street broker, for the RKO Theatres stock owned by Howard Hughes will be forthcoming was expressed here yesterday by Noah Dietrich, RKO Pictures board chairman.

Dietrich said that while Green's offer of a stock exchange was "sincere," he saw little chance of a "common meeting" of viewpoints on the respective values of the stocks. Greene is in Florida at present, but a spokes-

(*Continued on page 6*)

MPAA Board Delays 'Twist' Decision

At a meeting here yesterday of the Motion Picture Association of America's board of directors it was decided to postpone a decision on the acceptability of the cuts made in "Oliver Twist" for a PCA seal pending the return to New York of Barney Balaban, Paramount president, who is vacationing in Florida, and Spyros P.

(*Continued on page 6*)

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This was the message which Dr. Willard Johnson, program director for the NCCJ, brought to a Brotherhood luncheon in the Ten Eyck Hotel here yesterday.

Johnson commended the industry "for its outstanding achievement in the last five years in eliminating the stereotyping that fosters prejudice."

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PARAMOUNT NEWS, No. 51—Army Nurse Corps spurs recruitment. Hat fashions. White Russians end their long flight from terror. Woman 113 years old. "Brotherhood Week" presentation.

TELENEWS DIGEST, No. 7-A—Atom blast in Nevada. F-80's rake Reds in Korea. Gen. Chiang's soldiers in Formosa. Anti-Communist demonstration in Berlin.

UNIVERSAL NEWS, No. 430—Report from Korea. Paris spring styles. News from the world of sports. National Conference of Christians and Jews' "Brotherhood Week."

WARNER PATHE NEWS, No. 53—Atomic tests rock the West. Hoover on foreign policy. Remington sentenced. Knitwear fashions. "Brotherhood" from the UN for world's children. Animal news. Jets plaster Reds.

May Trial Seen for Goldwyn-FWC Suit

With further depositions still to be taken here and at Los Angeles, the Samuel Goldwyn anti-trust suit against Fox West Coast and others is expected to reach trial in San Francisco some time in May, according to James A. Mulvey, Goldwyn president, who returned here yesterday from the Coast.

Mulvey explained that the case is on the San Francisco Federal Court calendar but will come up in chronological order. Pre-trial depositions have already been taken in San Francisco, from Charles Skouras, president of FWC and National Theatres, and from other officers of defendant companies.

Sentence Talent 'Scout'

LOS ANGELES, Feb. 13.—Federal Judge James M. Carter has sentenced Don O'Neill, recently found guilty of operating a talent-scout racket, to 18 months in Federal prison on each of two counts, to run concurrently. The counts were using the mails to defraud, and conspiracy to do so. O'Neill was given three years probation on nine other counts.

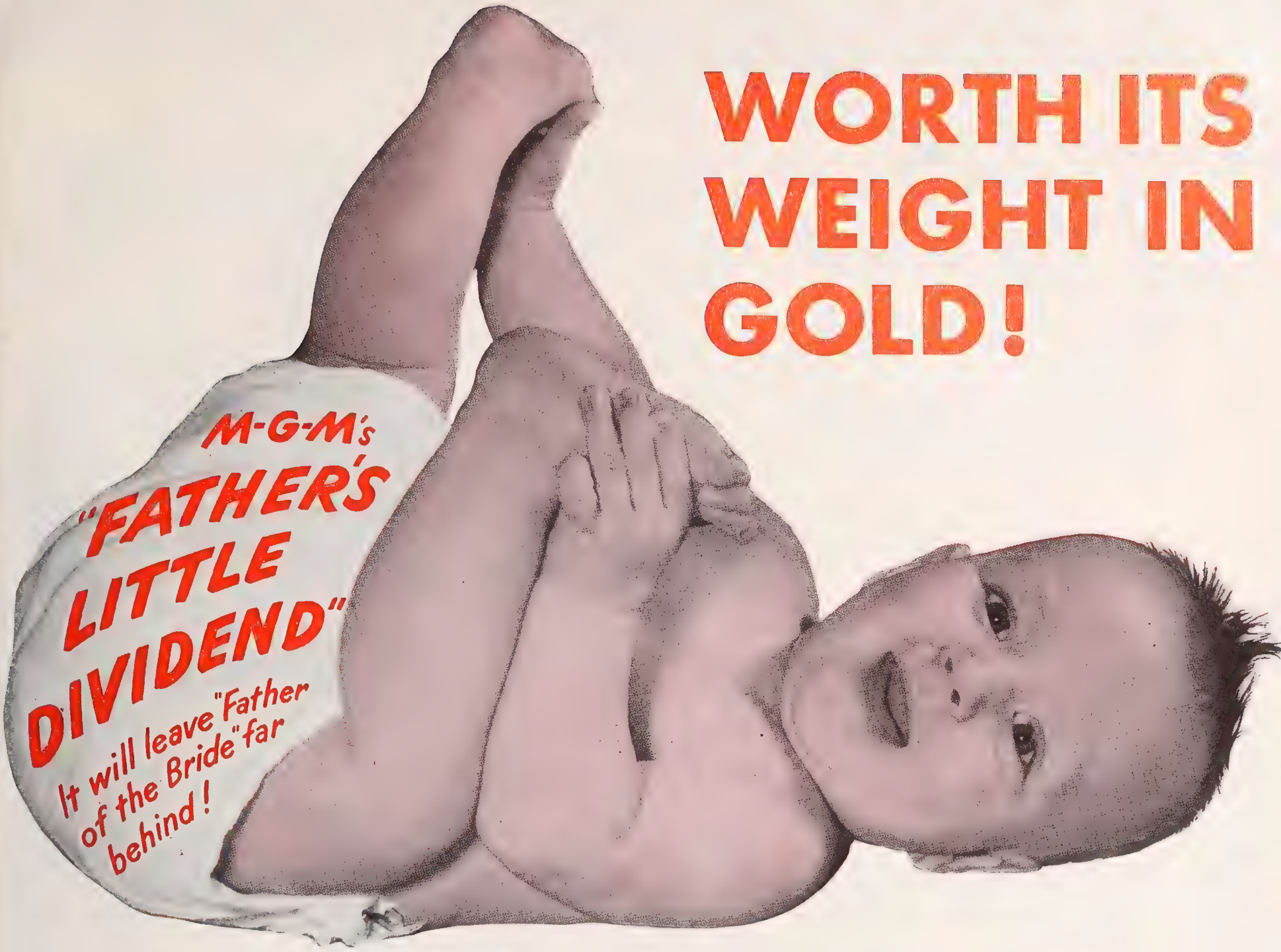
He was among those exposed in the talent-racket campaign sparked some time ago by the Screen Actors Guild.

Priorities for 'Voice'

WASHINGTON, Feb. 13.—The State Department has been given power to use "DO" priority ratings to acquire motion picture equipment and other materials needed to maintain and expand the Voice of America program, the National Production Authority announced.

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WORTH ITS WEIGHT IN GOLD!





MR. TRACY YOU'VE DONE IT AGAIN!

The Preview was one of the three highest-rated in M-G-M history and Spencer Tracy got a 99% popularity rating, a new all-time Survey high. M-G-M has a terrific attraction and it's backed by a campaign that covers the nation! Wanna bet that the grosses top even "King Solomon's Mines"?

M-G-M presents SPENCER TRACY • JOAN BENNETT • ELIZABETH TAYLOR in "FATHER'S LITTLE DIVIDEND" • Don Taylor, Billie Burke • Screen Play by Albert Hackett and Frances Goodrich Based on characters created by Edward Streeter • Directed by VINCENTE MINNELLI • Produced by PANDRO S. BERMAN • A Metro-Goldwyn-Mayer Picture

TRADE SHOWS FEB. 20th

CITY	PLACE	ADDRESS	TIME	CITY	PLACE	ADDRESS	TIME
ALBANY	20th-Fox Screen Room	1052 Broadway	2/20 2 P.M.	MILWAUKEE	Warner Screen Room	212 W. Wisconsin Ave.	2/20 1:30 P.M.
ATLANTA	20th-Fox Screen Room	197 Walton St., N. W.	2/20 2 P.M.	MINNEAPOLIS	20th-Fox Screen Room	1015 Currie Avenue	2/20 2 P.M.
BOSTON	M-G-M Screen Room	46 Church Street	2/20 2 P.M.	NEW HAVEN	20th Fox Screen Room	40 Whiting Street	2/20 2 P.M.
BUFFALO	20th-Fox Screen Room	290 Franklin Street	2/20 2 P.M.	NEW ORLEANS	20th-Fox Screen Room	200 S. Liberty St.	2/20 1:30 P.M.
CHARLOTTE	20th-Fox Screen Room	308 S. Church Street	2/20 1:30 P.M.	NEW YORK - N. J.	M-G-M Screen Room	630 Ninth Avenue	2/20 2:30 P.M.
CHICAGO	H. C. Igel's Screen Room	1301 S. Wabash Ave.	2/20 1:30 P.M.	OKLAHOMA CITY	20th-Fox Screen Room	10 North Lee Street	2/20 1 P.M.
CINCINNATI	RKO Palace Bldg. Sc. Rm.	16 East Sixth Street	2/20 8 P.M.	OMAHA	20th-Fox Screen Room	1502 Davenport St.	2/20 1 P.M.
CLEVELAND	20th-Fox Screen Room	2219 Payne Ave.	2/20 1 P.M.	PHILADELPHIA	M-G-M Screen Room	1233 Summer Street	2/20 11 A.M.
DALLAS	20th-Fox Screen Room	1803 Wood Street	2/20 2:30 P.M.	PITTSBURGH	M-G-M Screen Room	1623 Blvd. of Allies	2/20 2 P.M.
DENVER	Paramount Screen Room	2100 Stout Street	2/20 2 P.M.	PORTLAND	B. F. Shearer Screen Rm.	1947 N. W. Kearney St.	2/20 2 P.M.
DES MOINES	20th-Fox Screen Room	1300 High Street	2/20 1 P.M.	ST. LOUIS	S'Renco Art Theatre	3143 Olive Street	2/20 1 P.M.
DETROIT	Max Blumenthal's Sc. Rm.	2310 Cass Avenue	2/20 1:30 P.M.	SALT LAKE CITY	20th-Fox Screen Room	216 E. First St., So.	2/20 1 P.M.
INDIANAPOLIS	20th-Fox Screen Room	326 No. Illinois St.	2/20 1 P.M.	SAN FRANCISCO	20th-Fox Screen Room	245 Hyde Street	2/20 1:30 P.M.
KANSAS CITY	20th-Fox Screen Room	1720 Wyandotte St.	2/20 1:30 P.M.	SEATTLE	Jewel Box Preview Thea.	2318 Second Ave.	2/20 1 P.M.
LOS ANGELES	United Artists' Screen Rm.	1851 S. Westmoreland	2/20 2 P.M.	WASHINGTON	RKO Screen Room	932 N. Jersey Ave., N. W.	2/20 2 P.M.
MEMPHIS	20th-Fox Screen Room	151 Vance Avenue	2/20 2 P.M.				

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TELENEWS DIGEST, No. 7-A—Atom blast in Nevada. F-80's rake Reds in Korea. Gen. Chiang's soldiers in Formosa. Anti-Communist demonstration in Berlin.

UNIVERSAL NEWS, No. 430—Report from Korea. Paris spring styles. News from the world of sports. National Conference of Christians and Jews' "Brotherhood Week."

WARNER PATHE NEWS, No. 53—Atomic tests rock the West. Hoover on foreign policy. Remington sentenced. Knitwear fashions. "Brotherhood" from the UN for world's children. Animal news. Jets plaster Reds.

May Trial Seen for Goldwyn-FWC Suit

With further depositions still to be taken here and at Los Angeles, the Samuel Goldwyn anti-trust suit against Fox West Coast and others is expected to reach trial in San Francisco some time in May, according to James A. Mulvey, Goldwyn president, who returned here yesterday from the Coast.

Mulvey explained that the case is on the San Francisco Federal Court calendar but will come up in chronological order. Pre-trial depositions have already been taken in San Francisco, from Charles Skouras, president of FWC and National Theatres, and from other officers of defendant companies.

Sentence Talent 'Scout'

LOS ANGELES, Feb. 13.—Federal Judge James M. Carter has sentenced Don O'Neill, recently found guilty of operating a talent-scout racket, to 18 months in Federal prison on each of two counts, to run concurrently. The counts were using the mails to defraud, and conspiracy to do so. O'Neill was given three years probation on nine other counts.

He was among those exposed in the talent-racket campaign sparked some time ago by the Screen Actors Guild.

Priorities for 'Voice'

WASHINGTON, Feb. 13.—The State Department has been given power to use "DO" priority ratings to acquire motion picture equipment and other materials needed to maintain and expand the Voice of America program, the National Production Authority announced.

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WORTH ITS WEIGHT IN GOLD!





MR. TRACY YOU'VE DONE IT AGAIN!

The Preview was one of the three highest-rated in M-G-M history and Spencer Tracy got a 99% popularity rating, a new all-time Survey high. M-G-M has a terrific attraction and it's backed by a campaign that covers the nation! Wanna bet that the grosses top even "King Solomon's Mines"?

TRADE SHOWS FEB. 20th

M-G-M presents SPENCER TRACY • JOAN BENNETT • ELIZABETH TAYLOR in "FATHER'S LITTLE DIVIDEND" • Don Taylor, Billie Burke • Screen Play by Albert Hackett and Frances Goodrich Based on characters created by Edward Streeter • Directed by VINCENTE MINNELLI • Produced by PANDRO S. BERMAN • A Metro-Goldwyn-Mayer Picture

CITY	PLACE	ADDRESS	TIME	CITY	PLACE	ADDRESS	TIME
ALBANY	20th-Fox Screen Room	1052 Broadway	2/20 2 P.M.	MILWAUKEE	Warner Screen Room	212 W. Wisconsin Ave.	2/20 1:30 P.M.
ATLANTA	20th-Fox Screen Room	197 Walton St., N. W.	2/20 2 P.M.	MINNEAPOLIS	20th-Fox Screen Room	1015 Currie Avenue	2/20 2 P.M.
BOSTON	M-G-M Screen Room	46 Church Street	2/20 2 P.M.	NEW HAVEN	20th Fox Screen Room	40 Whiting Street	2/20 2 P.M.
BUFFALO	20th-Fox Screen Room	290 Franklin Street	2/20 2 P.M.	NEW ORLEANS	20th-Fox Screen Room	200 S. Liberty St.	2/20 1:30 P.M.
CHARLOTTE	20th-Fox Screen Room	308 S. Church Street	2/20 1:30 P.M.	NEW YORK - N. J.	M-G-M Screen Room	630 Ninth Avenue	2/20 2:30 P.M.
CHICAGO	H. C. Igel's Screen Room	1301 S. Wabash Ave.	2/20 1:30 P.M.	OKLAHOMA CITY	20th-Fox Screen Room	10 North Lee Street	2/20 1 P.M.
CINCINNATI	RKO Palace Bldg. Sc. Rm.	16 East Sixth Street	2/20 8 P.M.	OMAHA	20th-Fox Screen Room	1502 Davenport St.	2/20 1 P.M.
CLEVELAND	20th-Fox Screen Room	2219 Payne Ave.	2/20 1 P.M.	PHILADELPHIA	M-G-M Screen Room	1233 Summer Street	2/20 11 A.M.
DALLAS	20th-Fox Screen Room	1803 Wood Street	2/20 2:30 P.M.	PITTSBURGH	M-G-M Screen Room	1623 Blvd. of Allies	2/20 2 P.M.
DENVER	Paramount Screen Room	2100 Stout Street	2/20 2 P.M.	PORTLAND	B. F. Shearer Screen Rm.	1947 N. W. Kearney St.	2/20 2 P.M.
DES MOINES	20th-Fox Screen Room	1300 High Street	2/20 1 P.M.	ST. LOUIS	S'Renco Art Theatre	3143 Olive Street	2/20 1 P.M.
DETROIT	Max Blumenthal's Sc. Rm.	2310 Cass Avenue	2/20 1:30 P.M.	SALT LAKE CITY	20th-Fox Screen Room	216 E. First St., So.	2/20 1 P.M.
INDIANAPOLIS	20th-Fox Screen Room	326 No. Illinois St.	2/20 1 P.M.	SAN FRANCISCO	20th-Fox Screen Room	245 Hyde Street	2/20 1:30 P.M.
KANSAS CITY	20th-Fox Screen Room	1720 Wyandotte St.	2/20 1:30 P.M.	SEATTLE	Jewel Box Preview Thea.	2318 Second Ave.	2/20 1 P.M.
LOS ANGELES	United Artists' Screen Rm.	1851 S. Westmoreland	2/20 2 P.M.	WASHINGTON	RKO Screen Room	932 N. Jersey Ave., N. W.	2/20 2 P.M.
MEMPHIS	20th-Fox Screen Room	151 Vance Avenue	2/20 2 P.M.				

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U-I's smash War Comedy "Up Front"

WILL BE THE FIRST PICTURE ACTUALLY TO LIST THEATRE NAMES IN NATIONAL MAGAZINE ADVERTISING!

All key-city playdates in April will be listed in this ad which will appear in LIFE (April 6) SAT EVE.POST(April 4) before a readership of over 30,000,000!*

Another great U-I Showmanship **FIRST!**

Bill Mauldin's Up

These Theatres from Coast to Coast will be playing "Up Front" during the Month of April!

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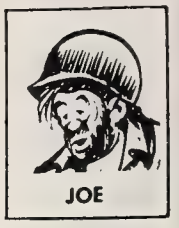
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Universal International

Screenplay by STANLEY ROBERTS

*Additional regular ads will appear in LOOK,

THE FUNNIEST BOOK TO COME OUT OF THE WAR

Front

NOW A HILARIOUS MOTION PICTURE !

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If your favorite theatre is not listed here, ask the manager when he will be playing **"Up Front"**











Starring

DAVID WAYNE *as "JOE"*
TOM EWELL *as "WILLIE"*

with
MARINA BERTI • JEFFREY LYNN • RICHARD EGAN

Produced by LEONARD GOLDSTEIN • Directed by ALEXANDER HALL • A UNIVERSAL-INTERNATIONAL PICTURE

The AMERICAN LEGION and VETERANS OF FOREIGN WARS Magazines

BROTHERHOOD WEEK FEB. 18-25
To Promote Brotherhood All Year!

National Pre-Selling

UNIVERSAL-INTERNATIONAL again is breaking new ground in the use of film advertising to help at the point of sale—the box-office.

David A. Lipton, vice-president in charge of advertising-publicity, disclosed yesterday that the company, for the first time, will incorporate in its national magazine advertising, lists of theatres in key cities that play a particular picture. Selected for the innovation is Bill Mauldin's "Up Front," to be placed in general release in April.

Life and the *Saturday Evening Post*, have been chosen for the test of tieing in local theatres in national advertising. Supplemental ads of conventional format will appear simultaneously in *Look, The American Legion* and other national publications.

Lipton further pointed out that, "Universal salesmen are already in the field with copies of the actual ads to show to their accounts." He said, "with the cooperation of theatres in follow-up merchandising of the advertisements at the local level, we feel that theatre identification in national selling can prove to be one of the industry's most powerful new advertising stimulants."

•

The Cigar Institute of America has tied in with the regional penetration campaigns for M-G-M's "The Magnificent Yankee." With Louis Calhern showing cigars to advantage in his role in the picture, the Institute has planted 1,500 posters in cigar stores in the Boston area alone, and will follow-up through tobacco distributors and retail outlets. The Institute will also engage in a promotional tieup with the forthcoming Arthur Loew picture, "Therese," in which cigars play a prominent part in the unfolding of the story.

•

The first music-world premiere in motion picture history took place Monday at the Park Avenue theatre, where some of the world's great virtuosos mingled with leaders of civic and social affairs to welcome the opening of 20th Century-Fox's "Of Men and Music." The gathering of this distinguished and select audience keys the handling of the first motion picture concert as a film attraction in subsequent-runs. The complete cooperation of music, radio and educational authorities is embraced.

•

Robert Stillman's "The Sound of Fury" which has been the recipient of numerous pre-selling citations, including one from the United Nations, as one of the important films of 1951, has been awarded another commendation by a top women's organization, the National League of Pen Women. Lucille Palmer Thompson, national chairman of the influential women writers' group, hailed the film as "an important contribution to our troubled times."

•

National radio exploitation on a scale seldom attempted for a motion picture is claimed for the release of 20th Century-Fox's "The 13th Letter" which will have a major promotion at the local level with 544 Mutual stations.

—WALTER BROOKS

Review

"Bowery Battalion"

(Monogram)

LITERAL-MINDED fans may look askance at some of the goings-on in this Jan Grippo production but, credibility aside, director William Beaudine manages to get some good laughs from Charles R. Marion's story. Rowdy shenanigans are made-to-order for the Bowery Boys, in a plot that taxes credulity. The picture should please younger patrons.

Leo Gorcey and his gang enlist in the Army on the strength of being frightened by a mock air raid. They are surprised to meet their friend, Bernard Gorcey, now a major, at their base. He received his commission because he alone holds the key to the death-dealing hydrogen ray. Foreign spies seek to capture the major after receiving a tip from Virginia Hewitt, the major's secretary who is actually a member of the spy ring. Leo and the boys, free at last from the guard-house where they seem to have spent most of the time, go AWOL, to round up the spy ring and rescue their friend. The boys are first cited for bravery, and then they are put in the guard-house for being AWOL.

Others in the cast are: Huntz Hall, Donald MacBride, Russell Hicks, William Benedict, Buddy Gorman, David Gorcey, John Bleifer, Al Eben, Frank Jenks and Selmer Jackson.

Running time, 69 minutes. General audience classification. Release date, Jan. 24.

Hughes Stock

(Continued from page 1)

man at his office said the study of "voluminous" records and data will continue until they can prepare a firm offer for Hughes.

Dietrich and Thomas Slack, Hughes' attorney, are here from the Coast for hearings tomorrow in Federal Court on the Department of Justice's motion that Hughes or the trustee for the Hughes-owned theatre stock, Irving Trust Co., be forced to dispose of the theatre stock within a year. Hughes will oppose the motion.

Ultimate disposition of Hughes' theatre stock, amounting to about 25 per cent of the total, has been the subject of considerable speculation. The Harry Brandt-Trans Lux bid for it was turned down just before the final divorce of RKO distribution-production and exhibition at the end of last year, under which Hughes put his stock under the Irving Trust trusteeship. The Justice motion tomorrow would put a deadline on the length of the trusteeship.

Greene, who is said to directly control some 300,000 shares each of the picture and theatre company and to have a working alliance with other large stockholders, has been critical of Hughes' control in RKO and complained to the Department of Justice that Hughes' appointees, dominate the board of the theatre company.

'Twist' Decision

(Continued from page 1)

Skouras, who was in Rome yesterday.

Yesterday's meeting, which lasted one hour, was attended by Joseph I. Breen, Production Code Administrator, who was scheduled to return to the Coast today. It is understood he will not attend the next board meeting on the subject, scheduled tentatively for next week. Some 73 deletions were made in the J. Arthur Rank production under Breen's order after the board returned the picture for reconsideration when the distributor, Eagle Lion Classics, appealed the PCA chief's denial of a seal of approval.

Also present at yesterday's meeting were Joyce O'Hara, MPAA executive, who presided, and the following: Ned E. Depinet, J. Robert Rubin, Austin Keough, Theodore Black, Earle Hammons, William Clark, A. Schneider, Sam Schneider, Joseph R. Vogel, Sidney Schreiber, John G. McCarthy and Ulric Bell.

Goldwyn to Reissue Kaye's 'Up in Arms'

"Up in Arms," Samuel Goldwyn's first Danny Kaye vehicle, will be reissued by RKO. The first playdate is set for tomorrow at Miami, where it will have a dual opening at the Variety and Embassy theatres on a single feature bill. The film will open on March 2 on a double bill with Goldwyn's Bob Hope starrer, "They Got Me Covered," at the State Theatre, Youngstown, O.

A new campaign will include revised ads, posters, lobby displays and a new pressbook. New prints are also being used for the reissue.

Ex-Film Workers Sue For $217,171

LOS ANGELES, Feb. 13.—A $217,171 suit for lost wages was filed today by 15 motion picture technicians who were expelled from their union. They charged that they were victims of a conspiracy involving $1,000,000 in bribes from major film companies to union leaders.

The suit was filed in Supreme Court here and charged, among other things, that the bribes were given so that the union, the International Alliance of Theatrical Stage Employes, AFL, would refrain from strikes.

The action grew out of the long standing hostility between craft and theatrical union factions in the American Federation of Labor that flared up in 1943 in a jurisdictional dispute between the Brotherhood of Painters and the IATSE over set decoration work, and culminated in 1946 in a long bitter walk-out.

Charles Skouras to Report on Swiss TV

LOS ANGELES, Feb. 13.—President Charles Skouras will report to National Theatres division presidents on the Swiss theatre-television system, investigated on his trip to Zurich, at a three-day convention here starting Feb. 26. The conclave will be devoted primarily, however, to a roundtable discussion of ways and means to stimulate the box-office, with admission prices, budget control and attendance incentives receiving full attention.

Short Subjects

"The Wanderers' Return"

(Warner Brothers)

The story of present day Israel is told in "The Wanderers' Return," which gives the historical background of the land, its religious and political significance through the ages and its geographical design, all pictured in Technicolor.

The film covers the modern innovations introduced in the country and the people responsible for these improvements. The climax is a verbal note to all freedom-loving people. The photography itself will prove of great interest to most theatre-goers. The continuity is top grade. Running time, 20 minutes.

"My Country 'Tis of Thee"

(Warner Brothers)

A pictorial presentation of United States history, ranging from the landing on the Plymouth Rock to the signing of the Atlantic Pact is offered in this Technicolor subject. Historical sequences in costume result in a highly entertaining and informative presentation. There is a good deal of flag-waving throughout, but that is to be expected in these times. The general public should enjoy this release. Running time, 20 minutes.

'Tales of Hoffman' Premiere April 1

"Tales of Hoffman," the Michael Powell-Emeric Pressburger production being distributed here by Lopert Film Distributing Corp., will have its American premiere at New York's Metropolitan Opera House on April 1.

The American Red Cross will sponsor the premiere with proceeds of the performance being contributed to the 1951 Red Cross drive.

Legion Reviews 6; Rates All as 'A'

Six additional pictures have been reviewed by the National Legion of Decency, with all receiving an "A" rating.

In Class A-1 are Universal-International's "The Magnet," Columbia's "Ridin' the Outlaw Trail," and "A Yank in Korea." In Class A-11 are 20th Century-Fox's "Lucky Nick Cain," Distinguished Film's "Seven Days to Noon," and M-G-M's "Vengeance Valley."

Phonevision Is Set For Another Week

CHICAGO, Feb. 13.—New Phonevision test film-fare for the next week includes: "From This Day Forward," RKO, 1946; "Desert Fury," Paramount, 1947; "To the Victor," Warner, 1948; "Mexican Spitfire," RKO, 1939; "The Bishop's Wife," Goldwyn, 1948; "Hollow Triumph," Eagle-Lion, 1948, and "Deep Valley," Warner, 1947.

20th Reduces Capital

ALBANY, N. Y., Feb. 13.—Notice of a reduction of 20th Century-Fox capital from 4,674,569 shares to 4,669,857 shares, of no par value, has been filed here.

U. A. Deal

(*Continued from page* 1)

placed it at under $100,000.

The resignations of McNutt as board chairman, McNamee as president and Kravetz as secretary of U. A. are provided for in the agreement reached. McNutt may serve on the new U. A. board of directors but McNamee and Kravetz will not be associated with the new management, it is reported.

Krim will become the new president of U. A. Benjamin and Fox will be on the board of directors, it is believed, but in any event will serve in advisory capacities, more than likely without executive titles. Negotiations for other management posts have not been undertaken yet and will not be until the deal is formally closed, either tomorrow when all papers will be in readiness, or Friday, when Loyd Wright, Chaplin's attorney, arrives here from the Coast and frees the basic contract from escrow.

Papers securing the new financing for U. A. were signed with Walter Heller & Co., Chicago factors, in that city yesterday and should be received here today. The new financing reportedly provides a minimum of $1,000,000 for current operating requirements and a minimum of $2,000,000 for new production financing, with no fixed ceiling on either.

In Charge Monday

No hitches in the closing details have been encountered and all conditions of the deal will have been met by the Benjamin-Fox-Krim group today. Krim should be able to take over at U. A. by next Monday, if not sooner. It is expected that he will initiate negotiations promptly for Max E. Youngstein, who resigned from Paramount this week, to become vice-president in charge of advertising-publicity, and with William J. Heineman, whose contract at Eagle Lion Classics expires this week and will not be renewed, as vice-president in charge of distribution. There has been no indication of what the new management plans with respect to Gradwell L. Sears, whose contract runs to the end of this year, with pension provisions for 10 years thereafter.

Krim also will hold further discussions early with U. A. producers for delivery of completed product withheld because of the company's heretofore uncertain status. Preliminary discussions already have been held with several, with "encouraging" results reported. Krim also will start negotiations with producers for new product at an early date.

Office Employes; Salesmen Unions Prepare UA Pay Hike Bids

With the United Artists situation approaching clarification, at least two unions representing segments of the company's personnel are preparing to move for wage increases.

Leaders of the unions, which represent UA "white collar" workers and the company's salesmen, have indicated their belief that the adoption of pay increases at UA would not be a violation of the government's wage-freeze order.

Both IATSE Motion Picture Home Office Employes Local No. H-63 and the Colosseum of Motion Picture Salesmen of America claim to hold commitments from the company to negotiate for increases when UA's financial and production problems are solved. In the unions' opinion these problems will have been solved when Arthur Krim, Robert Benjamin and Matthew Fox complete in current talks their assumption of management control of the company.

David Beznor, Colosseum general counsel, is in New York from Milwaukee to investigate the possibility of early talks with UA officials. Asserting that the salesmen's minimum at UA is $10 less than the weekly base pay of all other distribution companies, Beznor holds that the wage-freeze order allows for the correction of "existing inequities."

Want Retroactive Pay

A similar view was expressed by Russell M. Moss, H-63's executive vice-president, who said that under a committment signed on Jan. 1, 1950, UA at present owes its 125 "white collarites" retroactive pay totalling between $25,000 and $30,000.

Beznor said yesterday that he has worked out here with the industry's labor committee a procedure preliminary to the opening of negotiations for new salesmen's contracts with distributors. Present contracts will expire in about two months. He estimated that negotiations would begin in about three weeks. However, a date and place have yet to be set.

'IA' Invades Para., Loew's

Harold Spivak, counsel for the IATSE Motion Picture Home Office Employes Local No. H-63, will file this week with the National Labor Relations Board in Washington a petition for an election among white collar employes of the Paramount home office and Loew's New York exchange to determine collective bargaining agents.

The Screen Office and Professional Employes Guild last week lost its control of the Paramount workers in consequence of an NLRB ruling that that union had "lost its identity."

H-63, long-time jurisdictional rival of SOPEG, claims to have enrolled a majority of the workers at Paramount's home office and at Loew's exchange.

Russell M. Moss, H-63 executive vice-president, said his union will seek to include publicists in the election at both offices. He claims the "IA" local has the support of a "majority" of publicists at the Paramount home office.

Gould Will Manage U.A.'s Branch Office in Panama

David Gould has been appointed manager for United Artists in Panama by Al Lowe, general manager of the U. A. foreign department. He succeeds Henry Ronge, resigned.

Sands to Cleveland

CLEVELAND, Feb. 13.—Ernest Sands, Warner Brothers salesman in Pittsburgh, has been transferred to the Cleveland branch to succeed the late Dave Kaufman, who was killed recently in an automobile accident.

Walsh Sees Studios Willing To Talk "Money Additions"

HOLLYWOOD, Feb. 13. — Richard Walsh, president of the IATSE, here from a week of conferences with "IA" executives at Tucson, disclosed at a meeting of the Hollywood AFL Film Council that major producers have agreed to discuss the possibility of "money additions" with a committee representing the Council's several constituent unions.

Walsh stressed the point that present contracts are not to be reopened, and that a "money addition" does not mean a "cost-of-living increase," also that producers have not agreed tacitly to grant any specific revision in the wage structure. He said discussions are to take place immediately. He told the unions to proceed at once with the appointment of representatives fully authorized to act on whatever proposals materialize.

Walsh indicated that discussions will seek to accomplish the same general effect which living-cost revisions have achieved in other industries since 1947, when the present studio wage schedules were established.

Industry Acts

(*Continued from page* 1)

questions now confronting studio executives in dealing with the talent guilds, craft workers and other studio employes.

It was pointed up in their conversations here yesterday that one of the most perplexing problems facing studios now is the question of option contracts and contracts calling for periodic increases.

Word reaching here from Washington was that the informal opinion of government attorneys is that any increase in contracts having general application are out, but contracts for a particular individual may be okay. However, they emphasize that nothing can be said definitely until the industry officially requests a ruling.

Seek Blanket Exemption

Another problem is to see if a blanket exemption can be worked out for talent guild workers. In the last war, the industry finally evolved a system whereby the Treasury took jurisdiction and the industry merely had to report periodically its actions on wages for writers, directors, actors, and other talent. The Treasury would object only if there were a conspicuously flagrant violation of its regulations, it was said.

Meanwhile, according to Washington sources, over-all board policies on such basic questions as how much wage increases are to be allowed over Jan. 1, 1950, exemption for small firms, general treatment of industries whose prices are exempt—such as the film industry—have been delayed by bickering among labor, industry and public members of the board.

Gottlieb Joins Lippert

CLEVELAND, Feb. 13.—Leo Gottlieb, former Universal salesman in this area and more recently Eagle Lion Classics branch manager in Pittsburgh, returns to Cleveland as manager of the Lippert branch. He succeeds Rube Perlman who returns to New York to a new connection to be announced shortly.

Allied Board

(*Continued from page* 1)

counsel Abram F. Myers. He said this means arbitration can be discussed only if some director moves to add it to the agenda at the last minute.

Trueman Rembusch is expected to be renamed president by the board, since it has been Allied's practice to keep all officers for two years, and Rembusch is just rounding out his first year in the top Allied post.

Myers Is Optimistic

Myers' annual report will be a feature of the board meeting, and it is expected that the keynote of the report will be optimism over the industry's prospects in the immediate future. Myers has made no secret of his belief that due to a variety of factors attendance will start picking up rapidly and that good days are ahead for the industry generally and independent exhibitors particularly.

The report is also expected to praise the divestiture technique adopted by the Justice Department in the Warner consent decree when in many cases divestiture of a particular theatre or theatres was conditioned on competing theatres of a particular run being in business at the end of one, two or five years.

Myers said Allied territories have been canvassed on present trends on film rental prices and this matter will come before the board for action. He declared that Rembusch and Jack Kirsch would report on the Phonevision experiment in Chicago, that Wilbur Snaper would report on the Skiatron tests in New York and that William C. Allen would report on the RCA and CBS color television systems. Rembusch will outline Allied progress and plans for the FCC theatre television hearings.

Allied of Indiana Favors Move for Expanded COMPO

INDIANAPOLIS, Feb. 13.—The board of directors of Allied Theater Owners of Indiana has instructed its representatives at the national Allied board meeting at Washington, on Thursday and Friday, to go along with the COMPO proposal for broader TOA representation on the executive committee.

Trueman Rembusch, William A. Carroll and Joseph P. Finneran will attend the Washington session for Indiana Allied.

Objection was raised at the recent February board meeting of Indiana Allied to the number of ads on coming attractions found in newsreels. Some exhibitors complained that pre-advertising of pictures which they had not yet bought placed them in a poor bargaining position. There also was a demand that distributors ship film ready to run, without putting exhibitors to the expense of paying an operator to inspect and rewind it.

Following the board meeting, Sam Switow, Louisville exhibitor, called a session of exhibitors and branch managers to discuss ways and means by which the business here can contribute to the support of the Will Rogers Memorial Hospital at Saranac. Switow was elected chairman of an Indianapolis area committee to promote the showing of a short subject telling about the hospital.

NY Grosses

(*Continued from page* 1)

a rather slow opening week with $116,000 due for a second and final week; "Payment on Demand" and a new stage show will bow in tomorrow.

"The Enforcer" at the Capitol is holding a good pace in a second week, with about $40,000 due for a third week; "Vengeance Valley" will open there on Saturday. At the Strand, "Operation Pacific" will take in about $42,000 for a satisfactory second week, with Denise Darcel heading the stage bill.

Newcomers are doing well at the Criterion and at the Globe. "Frenchie" is heading for an excellent first week gross of $17,500 at the Criterion, while "Sugarfoot" is racking up about $14,500 in its bow at the Globe.

"The Second Woman" is taking in a satisfactory $14,000 for its second week at the Rivoli, while "The Steel Helmet" is holding up nicely at Loew's State, on approximately $12,000 coming in for its third and final week; "Tomahawk" will open there on Saturday. A pair of re-issues, "The Last Gangster" and "The Big Store," are still doing good business at the Mayfair, with about $13,000 estimated for a third week.

"Born Yesterday" Strong

Still a consistent money-maker, "Born Yesterday" is expected to draw $26,000 at the Victoria for an eighth week. Next door, at the Astor, "Harvey" is a bit milder, but is still pulling a good figure on $16,000 for an eighth week. At the Bijou, where "Cyrano de Bergerac" is in the 14th week of a two-a-day, reserved-seat stand, an excellent and steady gross of $10,000 is expected.

Off Broadway, "Trio", at the Sutton, is due for a gross of $6,200 for a 19th week.

"The Blue Lamp" closed a five-week run at the Park Avenue yesterday with $4,800 for the final week, which is a very good closing figure. "Of Men and Music" had its premiere there last night.

Kill Bill in Maine

BOSTON, Feb. 13.—A bill to require two projectionists in theatre booths at all time has been killed in the Maine legislature, according to reports reaching here from Augusta.

Hayward Buys Interest

HOLLYWOOD, Feb. 13.—Louis Hayward has purchased a half-interest in Edgar Ulmer's independent producing company, Mid-Century Productions. He and Ulmer have acquired "The Fulton Case."

N. Y. Circuits Raise Ticket Price Scales

Most Metropolitan New York circuits, including RKO and Loew's, have increased admission scales moderately, it is learned.

Weekday scales in most instances have been increased five cents to 40 cents, and weekend and holiday scales are up from a former 74 cents to a current 80 cents. A number of Metropolitan circuit houses also increased popcorn and candy prices several cents recently.

Canadian Controls Threaten 155 New Theatres; 48 Others Are in Doubt

Washington, Feb. 13.—Controls imposed by the Canadian government on steel and other key materials used in theatre construction will "undoubtedly" force Canadian exhibitors to abandon plans for 123 new indoor theatres and 32 drive-ins, all now in the blue-print stage, the U. S. Commerce Department disclosed here today.

A report by film chief Nathan D. Golden said the effect of the controls on the 34 indoor theatres and 14 drive-ins now under construction is still unclear, but the chances are they will be allowed to be completed. He emphasized the tremendous post-war theatre-building boom in Canada, with over $36,000,000 spent during the past five years to build 471 new theatres and renovate and remodel existing houses.

SWG, Producers Reach Compromise

HOLLYWOOD, Feb. 13.—The contract dispute between major producers and the Screen Writers Guild, which had threatened to result in a strike if not settled before Thursday has been reconciled. The Guild and producers issued the following statement after final conferences here:

"We have reached an agreement on all major issues, including television, the separation of rights involved in original story sales, term of contract and no-strike provision, a 10 per cent Guild shop, salary minimums and advertising billing."

Included in the statement are most points on which contract negotiations broke down last summer, following which the Guild took a strike vote on Dec. 15.

Separation of rights, considered the thorniest problem in negotiations, was settled in an agreement which provides "where the producer wishes to acquire dramatic, publication or radio rights, in addition to motion picture rights, he will bargain and pay separately for each right."

The contract, which runs eight years, is reopenable every two years on television, billing and minimum compensation. Writer participation in revenues from re-issues, which was among Guild demands, was not mentioned in the joint statement.

Under the contract, producers agree that in advertising billing, the writer's name will be on a parity with the director's and producer's. Pact establishes a joint producer-Guild committee to meet and consider any grievances.

RKO - ELC 'Outlaw' Case Hearing Friday

Federal Judge Vincent L. Leibell yesterday continued the temporary restraining order against Eagle Lion Classics' use of the title "My Brother, the Outlaw" for Benedict Bogeaus' recent production, pending argument in U. S. District Court here on Friday on RKO Pictures' motion for a preliminary injunction.

RKO has sued to prevent ELC use of the title on the ground that it corresponds too closely to "The Outlaw," the title of a Howard Hughes production now in release.

Fitzgibbon Appointed

Stephen E. Fitzgibbon, formerly studio manager for 20th Century-Fox Movietone Studio here, has been named manager of Seaboard Studios, producers of television film.

Denies Plea to Move Lea Case

WASHINGTON, Feb. 13. — Judge Tamm in U. S. District Court has ruled on two motions in the suit brought here by Leonard Lea, of Danville, Va., against major distributors and three theatre circuits.

Lea, who owns the North and Lea theatres in Danville, sued for better clearance as against clearance for theatres of United Paramount Theatres, Danville Enterprises, and Wilby-Kincey Service Corp. The latter three asked that the case against them be dismissed on the ground that they did not transact business in Washington, and Judge Tamm granted this motion. However, he denied a motion of the distributors to transfer the case to Western Virginia on the ground that it worked no hardship on the distributors to have the case tried in Washington and that the plaintiff had the right to choose the trial court.

Services for Garrison

ST. LOUIS, Feb. 13.—Funeral services were held here yesterday for Joseph E. Garrison, 53, Universal Pictures district manager with headquarters in St. Louis, who died on Friday following a cerebral hemorrhage. Garrison had been with Universal for 22 years, starting as a salesman in Albany in 1928. The widow survives.

Charles M. Nellis

HARTFORD, Feb. 13.—Charles M. Nellis, 94, one of Connecticut's pioneer exhibitors, died at his Meriden, Conn., home. He is said to have been the first man in Meriden to show motion pictures commercially.

Maurice Rosenfeld, 49

TORONTO, Feb. 13.—Maurice Rosenfeld, 49, theatre, radio and advertising executive here, died after a long illness. Formerly with Allen Theatres, he developed a number of radio personalities.

Sunday Films

(*Continued from page* 1)

lison, in commenting on the decision, said: "Our next concern is the showing of motion pictures on Sunday. Showings are authorized in some localities by acts of the legislature, but in other localities such authorization has not been given.

"The supreme court in its opinion did not specifically mention Sunday movies, it is true, but I hope that the operators of motion picture theatres on Sunday will recognize this action of the supreme court and will go along with that ruling."

'Red' Probe

(*Continued from page* 1)

hearings on charges of Red influence in the film colony.

Committee chairman Wood (D., Ga.), said no final decisions had been made on anything, and that probably a definite committee agenda would be set up at a meeting late this week. But other committee members said there was an "informal agreement" to reopen the Robinson case, and that they believed the general hearings would follow.

Walter has indicated his interest would be not only in hearing charges of Communist penetration but also in giving "smeared" persons a chance to clear themselves. Other committee members, however, seem more interested in the former.

First Hearing Was in '47

In the fall of 1947, the committee, under the chairmanship of Rep. J. Parnell Thomas, held hearings on Hollywood which ultimately resulted in contempt convictions for ten writers, directors and other film workers. However, the committee recessed the hearings with at least another dozen "unfriendly witnesses" to be heard from.

Since then there has been periodic pressure from legislators to reopen the hearings, but the committee has been busy with other subjects.

TOA Convention

(*Continued from page* 1)

an exposition sponsored by the Theatre Equipment and Supply Manufacturers Association, and the possibility that railroad and other travel reservations could be curtailed by next summer in consequence of the international situation have prompted TOA leaders to consider altering the by-laws so that if it is impossible to hold a convention this year a postponement will be permissible.

Today's meeting will be attended by Gael Sullivan, executive director; Herman M. Levy, general counsel; Si Fabian, convention chairman, and Walter Reade, Jr., George Skouras and others.

The April board meeting, Sullivan said yesterday, very likely will be "expanded" to allow for attendance by some 60 TOA regional executives.

Lopert Name Changed

ALBANY, N. Y., Feb. 13.—Lopert Films Distributing Co., Inc., New York, has changed its name to Lopert Films Distributing Corp.

Film Nominees for Academy Award

Due to an error in wire transmission from Hollywood, *Motion Picture Daily's* story yesterday failed to include "Born Yesterday," Columbia; "Father of the Bride" and "King Solomon's Mines," both M-G-M, among the Academy nominees for the "Best Picture" award. The other nominees in that category, as reported, were "All About Eve," 20th Century-Fox and "Sunset Boulevard," Paramount.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 69. NO. 32 NEW YORK, U. S. A., THURSDAY, FEBRUARY 15, 1951 TEN CENTS

Golden Urges Economy of Raw Stock

Sees U. S. Requirements Large, But Undetermined

HOLLYWOOD, Feb. 14.—The motion picture industry was told today by Nathan D. Golden, director of the motion picture-photographic products division of the National Production Authority, that it can offset the present small shortage of raw film stock if it practices every known method of control, operational economy, and safeguard against wastage.



Nathan Golden

Golden's advice was delivered at a joint meeting of the Association of Motion Picture Producers, Society of Independent Motion Picture Producers,

(*Continued on page 5*)

Study Draft of N. Y. Promotional Drive

Plans for a cooperative business-building drive by Metropolitan New York exhibitors, already placed in writing, are being studied by the five-man committee which was elected by the exhibitors last December.

Fred J. Schwartz, initiator of the plan and head of the committee, will call a meeting next week to weigh final recommendations and suggested changes, with the full exhibitor group

(*Continued on page 2*)

NY Industry to Aid City Defense Drive

The motion picture industry of New York and Arthur Wallander, director of the Ctiy Office of Civil Defense, have agreed to work out arrangements whereby the industry can render full cooperation in behalf of local civil defense measures.

The first step taken was the appointment yesterday by Wallander of Max A. Cohen, president of Cinema Circuit,

(*Continued on page 2*)

Rules Out Film Wage Increases Without U. S. Okay

WASHINGTON, Feb. 14.—The Wage Stabilization Board today made it absolutely clear that Board approval must be obtained before employers can pay any further wage increases under periodic date schedules, even though a contract was negotiated before the date of the wage freeze.

This has been one of the questions bothering the motion picture industry, affecting Hollywood talent guides and unions particularly.

Meanwhile, Association of Motion Picture Producers attorneys Maurice Benjamin and Arthur Freston returned here from New York and continued to try to get further clarification. They are centering their efforts

(*Continued on page 5*)

Cinecolor's Kerr, Herzog Reelected

HOLLYWOOD, Feb. 14.—All officers and board members of Cinecolor Corp. were reelected by stockholders at their annual meeting at company headquarters in Burbank. Officers are: John D. Kerr, president; Karl Herzog, executive vice-president and treasurer; Alan M. Gundelfinger, vice-president and technical director; Graham L. Sterling, Jr., secretary; Frank V.

(*Continued on page 2*)

N. Y. Variety May Move from the Astor

The New York Variety Club is dickering for a deal to move its tent headquarters from the Hotel Astor to the Skouras Building on West 49th Street. The move would give the showmen's group more space and may provide its own restaurant facilities.

The proposition will be brought before a meeting of the tent's crew, to take place in about three weeks, for approval.

TOA Convention Up to Board Meet

It will be up to the Theatre Owners of America's executive board to determine at its meeting in Washington on April 4-6, whether provision should be made for possibly by-passing this year's regular TOA convention, it was indicated following a meeting here yesterday of TOA executives who have been making preliminary convention arrangements. If a TOA convention is not held this year it would be because of possible travel retrictions in consequence of the country's military preparations, or because circumstances might prevent the holding of a proposed equipment exposition in conjunction with the annual convention.

Myers Sees Rosy Future For Industry

Annual Report to Allied Board Lauds COMPO

WASHINGTON, Feb. 14.—In a highly optimistic survey of the future of the film industry, Abram F. Myers, general counsel of Allied States Association, declared that "there is every reason to believe that the motion picture business can and will fight its way back to prosperity."



Abram F. Myers

Myers' survey was contained in his annual report prepared for delivery to Allied's board meeting which will get under way here tomorrow. An Allied Caravan Committee meeting was held today, but no announce-

(*Continued on page 5*)

Kravetz Balks At Dropping UA Option

Max Kravetz, United Artists secretary and a participant with Paul V. McNutt and Frank L. McNamee in the U. A. stock option granted by Mary Pickford and Charles Chaplin last July, said yesterday he has not and does not intend to relinquish "my interest in this option."

Informed sources commenting on Kravetz's statement said his stand will not affect nor delay closing of the

(*Continued on page 5*)

Arnall 'Delighted' Over New UA Deal

Upon returning to New York yesterday from Atlanta, Ellis G. Arnall, president of the Society of Independent Motion Picture Producers, said he was "delighted" over indications of the imminent refinancing and take-over of United Artists by the Arthur Krim-Robert Benjamin-Matthew Fox group. Arnall met yesterday with Krim and Benjamin.

Arnall said he intends to invite the

(*Continued on page 5*)

Allied Asks 'Comparable' Phonevision, Skiatron Tax

WASHINGTON, Feb. 14. — Allied States Association has suggested to the U. S. Treasury that Phonevision and Skiatron bear a tax comparable to the motion picture admission tax, general counsel Abram F. Myers said today in his annual organizational report.

Myers said that if "pay-as-you-see" TV systems obtained the vast audiences which they hoped for, theatre admission taxes would dwindle. Allied "felt it proper," he declared, to urge "appropriate government officials" that "plans be made to collect comparable amounts from either Phonevision or Skiatron, or their subscribers."

So far as Phonevision and Skiatron are concerned, Myers said, "there is still a question whether motion picture producers will stand for the demoralization of their present market in order to build up a rival medium."

(*Continued on page 2*)

Dembow Seeks Buyer For Hughes' Stock

Sam Dembow, Jr., back from the Coast after conferences with Howard Hughes and associates, will continue efforts to find a buyer for Hughes' 24 per cent interest in RKO Theatres stock.

Dembow is not now representing any prospective purchaser of the shares but, rather, is acting on his own in an endeavor to find a purchaser for the Hughes' stock which, under the terms of the RKO consent decree, ultimately must be sold. The purchaser, it was indicated, must see eye-to-eye with Hughes on the value of the stock, which carries with it control and management of the theatre company. Dembow, well-versed in national exhibition and familiar, as well, with the RKO circuit, regards the current market price of just over $5 per share as no criterion of the real value of the Hughes' shares.

NEWS in Brief . . .

HYSIDE Associates, Inc., of which Sam Seidelman, Eagle Lion Classics foreign distribution chief is president, has purchased outright from Wally Kline the latter's production, "Skipalong Rosenbloom." There are about 10 investors in Hyside in addition to Seidelman, among them William J. Heineman, ELC distribution vice-president.

•

James P. O'Neill, national magazine contact for 20th Century-Fox has resigned, it was announced here by David Golding, publicity manager. O'Neill will devote his full time to free-lance writing.

•

A first day's gross of $1,500 for 20th Century-Fox's "Of Men and Music" at the Park Avenue here was estimated last night by Walter Reade, Jr., who has taken over supervision of the Reade-owned showcase.

•

Chicago, Feb. 14.—Balaban & Katz' local theatres are planning special "Washington Day" shows next week as a result of the "Lincoln Day" shows held this week. More than 20,000 under twelve-year-old admissions were recorded that day, it was claimed.

•

The Edward L. Bernays Foundation Radio-Television Award, a $1,000 U. S. Government bond, will be given this year by the American Sociological Society to the individual or group contributing the best research presentation on the effects of radio or television on American society.

Cinecolor

(*Continued from page* 1)

Consiglio, comptroller and assistant treasurer-secretary.

Members of the board are: C. Kenneth Baxter, Sidney S. Blake, Gundelfinger, Francis Hann, Herzog, Kerr, Maxwell C. King, Joseph J. Rathert and Richard L. Rosenthal.

City Defense Drive

(*Continued from page* 1)

as liaison between the industry and Wallander's office.

The occasion which marked the industry's pledge of cooperation to Wallander, Mayor Vincent Impellitteri and Grover Whalen, coordinator of Civil Defense Recruiting and Public Information, was a luncheon held at the Waldorf-Astoria Hotel last Tuesday.

Invited to the luncheon were: Maurice Bergman, Universal; Harry Brandt, Brandt Theatres; Walter Brecher, Brecher Enterprises; Max Cohen, Cinema Circuit; Herbert Copland, Warner Brothers; Ned Depinet, RKO; Benjamin Fielding, Loew's; Emanuel Frisch and Harold Rinzler, Randforce Amusements; Arthur Israel, Paramount; Nicholas Matsoukas, 20th Century-Fox; Samuel Rosen, Fabian Theatres; Leon Rosenblatt, Rosenblatt-Welt Theatres; Edward Rugoff, Rugoff and Becker; James Sauter; Sol Strausberg, Interboro Circuit; Fred J. Schwartz, Century Theatres; Sol Shwartz, RKO Theatres; George P. Skouras, Skouras Theatres; Morris Seider, Prudential Playhouses; Steven Stevens, 20th Century-Fox; Joseph R. Vogel, Loew's; Robert Weitman, United Paramount Theatres.

Personal Mention

DARRYL F. ZANUCK, production vice-president for 20th Century-Fox, is scheduled to arrive in New York from the Coast on Saturday.

•

EDWARD L. HYMAN, United Paramount Theatres vice-president, accompanied by SIMON B. SIEGEL and ALBERT SICIGNANO, are due today in Salt Lake City from New York for meetings with RAY HENDRY and SIDNEY COHEN, who are co-general managers of Intermountain Theatres. Hyman and his party are expected to leave here for San Francisco tomorrow night.

•

F. BORDEN NACE, president of RD-DR Corp., has left here for Rangoon, Burma, as motion picture adviser to the U. S. Special Technical and Economic Mission in that country.

•

JOHN P. BYRNE, M-G-M's Eastern sales manager, is due to leave here today for a two-day visit to Philadelphia.

•

JACK MCLAUGHLIN, formerly with Kenyon and Eckhardt and Loucks and Norling, has joined the television department of Pathescope Productions.

•

DAVID BEZNOR, general counsel of the Colesseum of Motion Picture Salesmen of America, returned to Milwaukee last night from New York.

•

PHILIP GERARD, Universal Eastern publicity manager, has left here for a week in Florida.

WILLIAM F. RODGERS, M-G-M sales vice-president, is due back here on Monday from a Miami vacation.

•

MONROE R. GOODMAN, executive assistant to A. W. SCHWALBERG, president of Paramount Film Distributing Corp., has announced his engagement to MRS. RUTH PEYSER, daughter of MR. and MRS. MAXWELL C. KATZ.

•

LEO F. SAMUELS, assistant to WILLIAM B. LEVY, Walt Disney's world sales head, left here yesterday for the Midwest.

•

A. W. SCHWALBERG, president of Paramount Film Distributing Corp., is due to leave here tonight to visit the Philadelphia branch office.

•

ED SHULMAN, Universal Pictures home office publicist, is due to leave New York for Washington, D. C., tomorrow.

•

DON PRINCE, RKO Radio's Eastern publicity director, has returned here from a 10-day visit to the Coast.

•

CHARLES SIMONELLI, in charge of exploitation for Universal, has left here for Indianapolis.

•

LEO S. ROSECRANS, film and radio writer, has joined the staff of Jerry Fairbanks Productions.

•

JACK SKIRBALL, producer, is here from Hollywood.

Study Draft

(*Continued from page* 1)

to meet at a later date for final approval.

The committee, besides Schwartz, consists of Max A. Cohen, Si H. Fabian, Edward Rugoff and Joseph Vogel. It has met several times on the project, which is said to be a major drive to recapture lost box-office ground and extend the scope of the film-going audience.

'Valentino' Premiere In 'Frisco Tonight

SAN FRANCISCO, Feb. 14.—This city will have a full-scale Hollywood-style world premiere of Columbia's Edward Small production of "Valentino" at the Orpheum Theatre tomorrow night.

Anthony Dexter, who makes his film debut in the title role, will lead a large group of screen personalities at the opening festivities. Mayor Elmer E. Robinson will also attend.

Rosen, Schneider UJA Co-Chairmen

Sam Rosen, Fabian Theatres, and A. Schneider, Columbia Pictures, have been named co-chairmen of the amusement division of the United Jewish Appeal for the 1951 campaign, it was announced here yesterday by Louis Broido, general chairman, at the first organizational meeting of the division, held at the Hotel Astor. The meeting was addressed by Rosen, Broido and Harry Brandt.

Executive committee co-chairmen who will assist the division chairman are: Barney Balaban, Jack Cohn, S. H. Fabian, Fred J. Schwartz and Spyros P. Skouras.

The following division officers were announced by Rosen:

Executive and special assignments committee: Brandt, Leo Brecher, Max A. Cohen, Alan Corelli, Julius Collins, George Dembow, Ned E. Depinet, George Feinberg, Manny Frisch, Emil Friedlander, Leopold Friedman, Herman Gelber, William German, Leonard H. Goldenson, Irving Greenfield, Leonard Gruenberg, Marcus Heiman, Phil Hodes, Arthur Israel, Julius Joelson, Harry Kalmine, Jack Lang, Nat Lefkowitz, Jack H. Levin, Tom Murtha, Charles B. Moss, Sol Pernick, Sam Rauch, Samuel Rinzler, Herman Robbins, Edward Rugoff, Manie Sacks, Adolph Schimel, Samuel Schneider, Sol Schwartz, George P. Skouras, Max Seligman, Solomon M. Strausberg, Robert Weitman, and Max Youngstein.

Allied Asks Tax

(*Continued from page* 1)

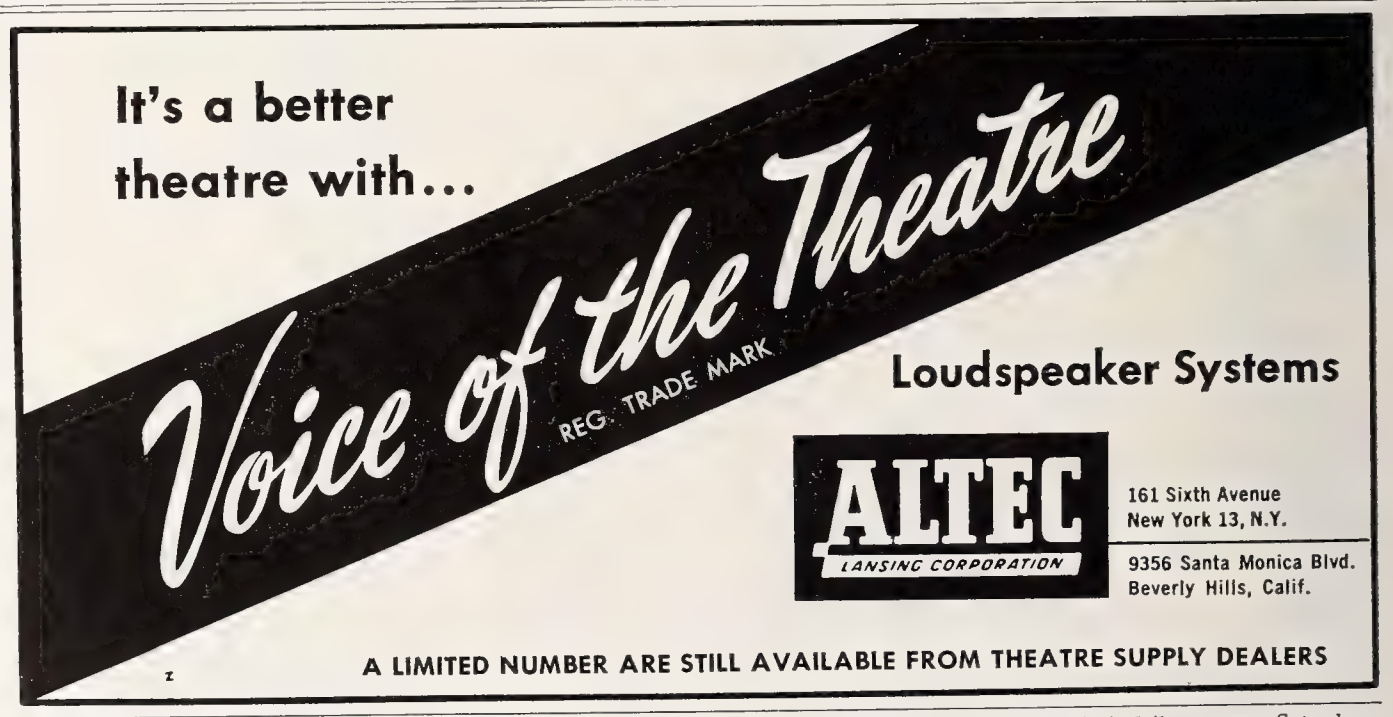
He also questioned whether the government would retreat from its position that there should be no charge for the commercial use of airways, which belong to the public.

Myers added that he doubted the success of the current experiments in both Phonevision and Skiatron.

Myers indicated that Allied would continue its "traditional stand against monopoly" in regard to frequencies for theatre television and would oppose any action by the Federal Communications Commission which would give a "monopoly to a few big-city first-run theatres and deny television to others."

Abby Sets TV Package

Abby Television Inc., has lined up a package of 39 features for television.



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WARNERS' THE ENFORCER

COMES UP

NATIONWIDE

NEXT WEEK!

WALTER WINCHELL:
"An exciter! Humphrey Bogart is a dynamo in a high-voltage show! His hard-as-nails trouping in 'The Enforcer' is his best!"

"After the biggest business since the Christmas holidays" (VARIETY) in Capitol, N.Y. pre-release!

HUMPHREY BOGART as "THE ENFORCER"

MOSTEL · TED de CORSIA
ROBERTS · EVERETT SLOANE

Directed by BRETAIGNE WINDUST · Produced by MILTON SPERLING · UNITED STATES PICTURES PROD · Distributed by WARNER BROS.

Written by MARTIN RACKIN

New Credit Curbs Hit Exchange, Theatre Building

WASHINGTON, Feb. 14.—The Federal Reserve Board today extended its credit curbs to the financing of new theatres, film exchanges and other types of non-residential structures, effective tomorrow.

The order is not expected to have too great an effect on the film industry, due to the tight curbs on building already ordered by the National Production Authority, and to the fact that borrowing does not finance too great a part of commercial construction anyhow. However, it undoubtedly will have some effect.

The new credit restriction limits maximum loans on non-residential structures to 50 per cent of the value of the property, the value being defined as the bona fide sale price in case of a sale. In respect to any other credit, the value will be the appraised value as set by the lender. Maturities are limited to 25 years and amortization is required, the Reserve Board announced.

Major additions and improvements to any such properties are also covered, including any enlargement, reconstruction, alteration or repairing of an existing structure. The only exception is if the cost of the major addition or improvement exceeds 15 per cent of the appraised value of the entire structure, it was pointed out by the Board.

Review

"Payment on Demand"

(RKO Pictures)

BETTE DAVIS, as a wife of overriding ambitions, becomes the architect of her own downfall in "Payment on Demand." The production has a lot of narrative substance and should exert a strong attraction for mature theatregoers. Miss Davis, already a candidate for an Academy Award, puts in a sturdy portrayal, showing a mastery of little elocutionary devices, histrionic hesitations and gesticulations. The picture most likely will lure out of the home those who venture forth only when the prospects are sufficiently beckoning.

Miss Davis plays the wife of Barry Sullivan, and the mother of two grown daughters, Betty Lynn and Peggie Castle. As the story opens, Sullivan, a successful attorney, stuns Miss Davis with the assertion that he wants a divorce. Through a series of effectively-manipulated flashbacks the picture etches in the events leading to this impasse. Starting from humble circumstances, Miss Davis married Sullivan, then connived, maneuvered and goaded him into eventual prestige and wealth. However, Miss Davis' power-drives finally take their toll and Sullivan asks for his freedom. Still ruthless, Miss Davis demands a severe settlement and wins her points by threatening to drag through the mire of scandal Frances Dee, a young lady in whom Sullivan is interested.

There are some excellent touches and fine lighting effects in this Bruce Manning presentation. As a lady of aging sophistication, beloved Jane Cowl gives a commanding performance.

The screenplay, by Manning and Curtis Bernhardt, has Miss Davis breathing the air of marital freedom only to find it quite arid. At a wedding ceremony for her daughter, Miss Davis again meets Sullivan, and as the final curtain sets, the prospect of a happy reconciliation is in the offing. Bernhardt directed and Skirball produced.

Running time, 90 minutes. Adult audience classification. February release.

MANDEL HERBSTMAN

Critics Cite 'Born'

CLEVELAND, Feb. 14.—The Cleveland Movie Critics Circle has unanimously voted "Born Yesterday" as the best picture shown in downtown Cleveland during January. "Harvey" was second. Voting is done by the three local newspaper critics.

Dryden Theatre Ceremony March 2

ROCHESTER, N. Y., Feb. 14.—The opening ceremony for the Dryden Theatre of the George Eastman House here will be held on March 2. Speakers at the ceremony will include Thomas J. Hargrave, president of Eastman Kodak; Capt. Edward Steichen, Merrill Meigs and George B. Dryden.

Burger Retires As Butterfield Treasurer

DETROIT, Feb. 14.—George Burger, treasurer of Butterfield Theatres for the past 27 years, has retired. At a luncheon held in his honor at the Detroit Yacht Club, he was presented with a gold cigarette case.

Burger is now in Florida resting. He will return after his vacation to his home in Canada.

Hudson Outlines Palsy Aid Plan

DETROIT, Feb. 14.—Earl J. Hudson, president of United Detroit Theatres, in an address before members of the Detroit Variety Club, outlined the organization's "Cerebral Palsy Emancipation Plan," aimed at raising $125,000 for a clinic at Ann Arbor, Mich.

Lawrence to Join Eisenhower Staff

Jock Lawrence of the U. S. J. Arthur Rank Organization and World War II staff aide to Gen. Dwight D. Eisenhower, will rejoin the General's staff in Paris as a colonel next week.

Lawrence will return here today from Washington, where, it is understood, he accepted the post.

RKO's Clark Resigns

OMAHA, Feb. 14.—Howard Clark has resigned as RKO office manager here due to poor health. His successor is William Laird, who resigned as Universal-International salesman.

M-G-M TRADE SHOW

FEBRUARY 21ST

M-G-M proudly presents
the outstanding production

"TERESA"

(The Story of a Bride)

NEW YORK and LOS ANGELES ONLY

LOS ANGELES — United Artist Screen Room, 1851 S. Westmoreland — 2 P.M.

NEW YORK — M-G-M Screen Room, 630 Ninth Avenue — 2:30 P.M.

RKO RADIO PICTURES, Inc.

TRADE SHOWINGS of

JACK H. SKIRBALL and BRUCE MANNING

Presentation of

"PAYMENT ON DEMAND"

ALBANY Fox Scr. Rm. 1052 Broadway	Wed. 2/21	8:00 P.M.
ATLANTA RKO Scr. Rm. 195 Luckie St., N.W.	Wed. 2/21	2:30 P.M.
BOSTON RKO Scr. Rm. 122-28 Arlington St.	Wed. 2/21	10:30 A.M.
BUFFALO Mo. Pic. Oper. Scr. Rm. 498 Pearl St.	Wed. 2/21	2:30 P.M.
CHARLOTTE Fox Scr. Rm. 308 S. Church St.	Wed. 2/21	2:00 P.M.
CHICAGO RKO Scr. Rm. 1300 S. Wabash Ave.	Wed. 2/21	2:00 P.M.
CINCINNATI RKO Scr. Rm. 12 East 6th St.	Wed. 2/21	8:00 P.M.
CLEVELAND Fox Scr. Rm. 2219 Payne Ave.	Wed. 2/21	2:30 P.M.
DALLAS Para. Scr. Rm. 412 South Harwood St.	Wed. 2/21	2:30 P.M.
DENVER Para. Scr. Rm. 2100 Stout St.	Wed. 2/21	2:00 P.M.
DES MOINES Fox Scr. Rm. 1300 High St.	Wed. 2/21	1:00 P.M.
DETROIT Blumenthals Scr. Rm. 2310 Cass Ave.	Wed. 2/21	10:30 A.M.
INDIANAPOLIS Universal Scr. Rm. 517 N. Illinois St.	Wed. 2/21	1:00 P.M.
KANSAS CITY Para. Scr. Rm. 1800 Wyandotte St.	Wed. 2/21	2:30 P.M.
LOS ANGELES RKO Scr. Rm. 1980 S. Vermont Ave.	Wed. 2/21	2:00 P.M.
MEMPHIS Fox Scr. Rm. 151 Vance Ave.	Wed. 2/21	2:00 P.M.
MILWAUKEE Warner Scr. Rm. 212 W. Wisconsin Ave.	Wed. 2/21	2:00 P.M.
MINNEAPOLIS Fox Scr. Rm. 1015 Currie Ave.	Wed. 2/21	2:00 P.M.
NEW HAVEN Fox Scr. Rm. 40 Whiting St.	Wed. 2/21	2:00 P.M.
NEW ORLEANS Fox Scr. Rm. 200 S. Liberty St.	Wed. 2/21	10:30 A.M.
NEW YORK RKO Scr. Rm. 1270 Sixth Ave. Scr. Rm. B—7th Fl.	Wed. 2/21	11:00 A.M.
OKLAHOMA Fox. Scr. Rm. 10 North Lee St.	Wed. 2/21	10:30 A.M.
OMAHA Fox Scr. Rm. 1502 Davenport St.	Wed. 2/21	1:00 P.M.
PHILADELPHIA RKO Scr. Rm. 250 N. 13th St.	Wed. 2/21	2:30 P.M.
PITTSBURGH RKO Scr. Rm. 1809-13 Blvd. of Allies	Wed. 2/21	1:30 P.M.
PORTLAND Star Scr. Rm. 925 N.W. 19th Ave.	Wed. 2/21	2:00 P.M.
ST. LOUIS RKO Scr. Rm. 3143 Olive St.	Wed. 2/21	2:30 P.M.
SALT LAKE CITY Fox Scr. Rm. 216 E. 1st St. South	Wed. 2/21	1:30 P.M.
SAN FRANCISCO RKO Scr. Rm. 251 Hyde St.	Wed. 2/21	2:00 P.M.
SEATTLE Jewel Box Scr. Rm. 2318 2nd Ave.	Wed. 2/21	2:00 P.M.
SIOUX FALLS Hollywood Thea. 212 N. Philips Ave.	Wed. 2/21	10:00 A.M.
WASHINGTON Film Center Scr. Rm. 932 New Jersey Ave.	Wed. 2/21	10:30 A.M.

Rains Cut Grosses 50% in Northwest

Portland, Ore., Feb. 14.—Heavy storms caused a 50 per cent drop in theatre receipts throughout Oregon and Washington.

Excessive rains in many areas washed out roads and bridges, created power failures, and isolated numerous outlying theatres. The storms made 6,000 residents homeless in the two states.

Kravetz Balks

(*Continued from page* 1)

Robert Benjamin-Arthur Krim-Mathew Fox deal for taking over management control of U. A., scheduled for tomorrow following the arrival here from the Coast of Loyd Wright, Chaplin's attorney, who holds the new agreement in escrow.

The Krim-Benjamin-Fox group has fully complied with all of the conditions necessary to free their contract from escrow, it was stated. McNutt and McNamee have cancelled the option they held on the U. A. stock. If Kravetz's portion of that option is divisible, which is not known, then he may have a base of contention between himself and Miss Pickford and Chaplin, it was surmised, but not against the Krim-Benjamin-Fox group, which has fulfilled the conditions of the contract issued to it.

Kravetz's statement said he is represented by Sol Rosenblatt, attorney. The latter said he had nothing to add to the statement.

Arnall 'Delighted'

(*Continued from page* 1)

trio to the forthcoming meeting of the Society's board on the Coast. A date for the meeting has not been set pending finalization of the UA deal.

Belief that a Krim-Benjamin-Fox take-over of UA would encourage independent production was expressed by Arnall.



Myers Sees

(*Continued from page* 1)

ment was made as to its deliberations.

In addition to giving Myers' reasons for the recent decline of the film industry and for his optimistic view of the future, the annual report had these other highlights:

Great praise for Allied President Trueman T. Rembusch, who will probably be reelected for a second term;

Strong indication that Myers would support the new organizational plan for COMPO, with emphasis on the need for developing it into an organization to hypo box office business;

Endorsement of the divestiture technique developed by the Justice Department in the Warner decree, where sale of a theatre was conditioned on another theatre in a particular run being available within a certain time;

A promise that Allied would shortly issue its long-delayed manual on industry trade practices under the Paramount case decrees;

A self-congratulatory pat on the back for Allied's role in the COMPO campaign to reduce the admissions tax, and the success of that campaign in heading off tax boosts on the industry at present;

The revelation that Allied had protested to the government that taxes comparable to the admission tax should be levied on Phonevision, Skiatron and similar systems;

Word that Allied had collected information from all parts of the country on the construction and fire-resisting qualities of theatres as part of an argument to the Civil Defense Administration that it should not attempt to close theatres during time of threatened air attack.

Analyzing the recent recession experienced by the film industry, Myers said that while television was certainly one cause, "it has been given far too much credit for the movies' present distress."

One important factor in the postwar decline in the film business, he said, was that many families committed their spending money to purchasing durable goods not available during the war years.

Another factor, Myers said, is "the perverse, smart-aleky attitude" of writers of popular fiction, film reviewers, radio announcers and columnists toward motion pictures.

However, the report noted, higher grosses are reported from all sections of the country since the first of the year, and while some individual exhibitors may continue to be hurt, good times are ahead for the industry as a whole.

"There are more good box office pictures on current release than at any time during the last decade," he said, attributing this to increased competition among producers as a result of divorcement and divestiture and to the fact that Hollywood producers were hit hard during the recession and have "thrown off their complacency and gone to work."

A rosy factor, Myers said, was the National Production Authority's freeze on new theatre construction, which would remedy the over-expansion in exhibition since the end of World War II.

Wage Hikes

(*Continued from page* 1)

on periodic date contracts, option contracts and the treatment of new employes in the talent guilds.

Benjamin and Freston have been authorized by the Screen Actors, Screen Directors and Screen Writers guilds, collectively, to seek the Board's consideration of their contention that a flat wage-freeze is not properly applicable to talent personnel whose contracts, for the most part, stipulate periodic increases in compensation under the option system long in effect.

The Board today made public a series of questions and answers on operation of the wage-freeze, and one of these dealt with this problem.

"I am an employer," the question started. "On Jan. 24, 1951 (or any other date before the wage freeze), I executed an agreement with my employes providing for a general wage increase to be effective in part on Feb. 1, 1951 and in part on March 1, 1951. May this agreement take effect without Board approval?"

The Board's answer said that any wage increase negotiated for before Jan. 25 and taking effect before Feb. 9 was okay, so that in this example the Feb. 1 increase would be permitted. However, it said, "the remainder of the increase, taking effect March 1, cannot be granted without first obtaining Board approval. Only those increases which take effect and are applicable to work initially performed not later than 15 calendar days after Jan. 25, 1951 (i.e., on or before Feb. 9) may be granted without approval."

Honor Pete Smith on 21st MGM Birthday

Hollywood, Feb. 14.—What is claimed to be the largest contract in film history, 18-by-28 inches, was presented to Pete Smith at a luncheon commemorating his 21st year as producer-narrator of M-G-M's Pete Smith Specialties.

The ceremonies took place at the M-G-M Studios and were attended by Louis B. Mayer, Dore Schary, E. J. Mannix, Benjamin Thau, L. K. Sydney and Fred Quimby.

Golden Urges

(*Continued from page* 1)

and Independent Motion Picture Producers Association. The Hollywood meeting was arranged by the studio and distribution priorities committee of the Council of Motion Picture Organizations.

Golden said raw stock film manufacturers are making every effort to increase their production. Motion picture film requirements, he said, for 1951 will total about 50 per cent of the total film of all types produced this year. The Department of Defense will require about six per cent of the total supply, "Voice of America," about two per cent, with other government agencies requiring amounts not yet determined, he said.

The NPA film chief in his address put the average annual film consumption of the motion picture industry at about two and a half billion linear feet.



Ads like this are appearing in 58 National Magazines and 93 Sunday Newspaper Supplements totaling 185,761,000 circulation.

THE BOX-OFFICE MAGIC OF MONTE CRISTO IS COMING TO THE SCREEN!

THE GREATEST, MOST ADVENTUROUS OF THE MONTE CRISTO STORIES!
The first picture to be made in breathtaking color by SUPER CINE COLOR!



EDWARD L. ALPERSON presents an adaptation from ALEXANDRE DUMAS

THE SWORD OF MONTE CRISTO

GEORGE MONTGOMERY · PAULA CORDAY

with Berry Kroeger · William Conrad · Steve Brodie · Lillian Bronson
Rhys Williams · Robert Warwick · David Bond · Acquanetta

Associate Producer EDWARD L. ALPERSON, JR.
Written and Directed by MAURICE GERAGHTY
An Edward L. Alperson Production
Released by 20th Century-Fox

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 69. NO. 33 NEW YORK, U. S. A., FRIDAY, FEBRUARY 16, 1951 TEN CENTS

Republic Net Of $760,574 A Sharp Rise

Yates Report Shows '50 Gross of $30,310,748

Republic's consolidated net income for the year ended Oct. 28, 1950, was $760,574, marking a sharp rise over the $486,578 recorded for the preceding year.



Herbert J. Yates

Herbert J. Yates, Republic president and board chairman, reported the gain in a statement sent to stockholders yesterday. He pointed out that gross revenue for the past fiscal year amounted to $30,310,748 against $28,086,596 for the previous year.

Net foreign income of $285,128, sub-

(*Continued on page 3*)

Report $37-Million In Film Dividends

WASHINGTON, Feb. 15.—The U. S. Commerce Department reported today its preliminary total for publicly-reported cash dividend payments of the film industry in 1950 amounted to $37,026,000. This compares with a 1949 final total of $45,684,000. The final 1950 figure is likely to be a good bit higher than the preliminary figure, although it will still be below 1949. Late re-

(*Continued on page 3*)

Christopher Awards For 'Dozen,' 'Bride'

The 1950 Christopher Awards to writers, aggregating $25,000, were presented by Father James Keller, director of the Christophers, at a reception at the Hotel Astor here yesterday tendered by George Skouras, president of Skouras Theatres.

This year, $5,000 in awards to

(*Continued on page 2*)

Could Be a Statute Of Limitations

Washington, Feb. 15.—The State Department has told the Motion Picture Association not to protest now about things it didn't bother about three years ago.

MPAA protested that it had received word there were unauthorized showings in the Soviet Union of M-G-M's, "The Crowd Roars." The Department investigated and found that its Moscow Embassy had reported this in 1948, that M-G-M had been notified at the time, and had not done anything about it.

So, said the Department, it didn't feel it "appropriate" to get too excited about it now, even if there are new pirated showings.

Bonafield, Travers In New Pathe Posts

Jay Bonafield and Douglas Travers have been elected to the newly-created RKO-Pathe posts of executive vice-president and vice-president in charge of production, respectively, by the

(*Continued on page 2*)

Court Offers Two Years for Hughes To Sell RKO Stock

Howard Hughes will have two years to dispose of his RKO Theatres stock and, if he fails, the stock must be sold within the next two years by Irving Trust, the trustee, according to a proposal advanced tentatively by the New York Statutory Court yesterday.

The order hinges on the acceptance of these terms by Hughes, and the court adjourned until next Wednesday to give Hughes' attorney, Thomas Slack, a chance to confer with his principal. Slack

(*Continued on page 2*)

NSS Asks Poster Suit Dismissal

PHILADELPHIA, Feb. 15.—Charging that independent poster renters have been engaging in "bootleg trafficking of copyrighted material," Louis Nizer, counsel for National Screen Service, today asked U. S. District Court

(*Continued on page 3*)

Allied Okays New COMPO Board Set-Up

Arbitration Included On Today's Agenda

WASHINGTON, Feb. 15.—The board of directors of Allied States Association today approved the new representation plan for the top-level operation of the Council of Motion Picture Organizations.

Nominations for Allied's eight representatives on the new COMPO executive committee will be presented to the board tomorrow, and the board will elect the representatives immediately.

The COMPO action was the highlight of the opening day session of the board's mid-winter meeting at the Statler Hotel here. The meeting will conclude tomorrow, when other items on the agenda will be election of Allied officers for 1951 and discussion of an industry arbitration system.

Arbitration was added to the board's

(*Continued on page 3*)

Reagan Sees Brotherhood Drive Topping All Others

Distribution, exhibition and other film industry personnel in all 36 regional areas are solidly lined up to support "Brotherhood Week," which will get under way on Sunday and continue through Feb. 25, declared Charles M. Reagan, national chairman of the Brotherhood Week Committee for the amusements division.



Charles Reagan

The Loew's sales executive declared here yesterday that this year's observance by members of the amusement industry promises to be the most impressive

(*Continued on page 2*)

$7,033,507 Outlay For Para. Stock

Between June 30, 1950, and Jan. 31, 1951, Paramount Pictures paid $7,033,507 in cash for 328,794 shares of its common stock purchased on the open market, the company revealed here yesterday.

Reporting 2,271,643 shares outstanding as of last Jan. 31, it was reported additionally that during the same June-January period the company issued an aggregate of 74,436 shares of its common in accordance with the plan of reorganization, upon the surrender and cancellation of, and in exchange for, shares of the corporation's common stock.

May Wind Up U.A. Control Deal Today

Freeing from escrow of the contract by which Mary Pickford and Charles Chaplin give management control of United Artists to Robert Benjamin, Arthur Krim and Matthew Fox is scheduled for today following the arrival here from the Coast of Loyd Wright, Chaplin's counsel.

The signed contract was placed in escrow with Wright 10 days ago pending fulfillment of final conditions, which were completed two days ago

(*Continued on page 3*)

Walker and Schaefer Aid Charity Drive

Frank C. Walker, head of Comerford Theatres, and George J. Schaefer have been named treasurer and executive assistant treasurer, respectively, of the special gifts committee of the Cardinal's Committee of the Laity for the Catholic Charities campaign in 1951.

"Brotherhood Week" February 18-25

Personal Mention

ROBERT STILLMAN and IRVING RUBINE, Stillman Productions executives, are due in New York from the Coast next Friday for conferences with ARTHUR KRIM and ROBERT BENJAMIN on United Artists' matters.

•

ALFRED E. DAFF, Universal-International director of world sales, FOSTER M. BLAKE, Western sales manager, and MAURICE A. BERGMAN, home office executive, left here yesterday for Minneapolis and Milwaukee.

•

J. K. CHAPMAN, head of exchange operations for Eagle Lion Classics, is due to leave here this weekend for a four-week tour of Southern and Midwestern exchanges.

•

OTTO HARBACH, president of ASCAP, is en route to Hollywood by train from New York for the Society's annual meeting there.

•

JOSEPH STEINER, managing director of Walter Reade's Park Avenue Theatre here, will marry DOROTHY WARING, playwright, in two weeks.

•

PAUL DANIELS, Universal-International field man, has returned to New York from a Hartford, Conn., assignment.

•

J. J. COHN, M-G-M studio executive, is due to arrive here from the Coast next week.

•

MARVIN H. SCHENCK, Loew's vice-president, is slated to leave here for the Coast tomorrow.

•

RICHARD A. HARPER, M-G-M circuit sales representative, returned here yesterday from Gloversville, N. Y.

•

NOAH DIETRICH, RKO Pictures board chairman, is ill here with influenza.

Marathon Sues ELC In Distribution Row

New York Supreme Court Justice Samuel Hofstadter yesterday reserved decision on a motion by Marathon Pictures to examine Eagle Lion Classics executives William C. MacMillen, Jr., William J. Heineman and David J. Malamed, in connection with a $400,000 breach-of-contract action brought by Marathon.

Naming as defendants the old PRC Corp., as well as Eagle-Lion Films, ELC and their parent company, Pathe Industries, the plaintiff charged that the companies failed to advertise and promote properly the pictures "Open Secret" and "Close-Up."

Honor Robert Smeltzer

WASHINGTON, Feb. 15.—Over 50 local industry officials turned out here for a dinner honoring Robert Smeltzer, district manager of Warner Brothers, as he rounded out his 35th year in the film business. Sidney Lust was chairman of the dinner and A. Julian Brylawski was toastmaster.

Hughes Stock

(*Continued from page* 1)

indicated that he will recommend acceptance by Hughes.

A government motion, presented by Philip Marcus, special assistant in the Justice anti-trust division offices in Washington, asked for a deadline of a year for Hughes to sell the stock and that the trustee then be given an additional two years for the sale.

Slack vigorously opposed the motion, holding that a "forced sale" would depress the value of Hughes' 24 per cent interest in the theatre company and asked that the court uphold the letter of the RKO consent decree, which called for Hughes to either sell or trustee his holdings in either the picture or theatre company.

Judge Coxe Comments

When Judge Alfred E. Coxe commented that sale of Hughes' theatre stock was "contemplated" by the decree, Slack replied that Hughes' loss of voting power of the stock under the trusteeship constituted a "severe incentive" for the sale. Both Slack and Marcus admitted that Hughes has negotiated for such a sale, but Slack maintained that the "compulsion" of a court order placed handicaps on negotiations. He said that a "misconception" that Huhges had to sell the theatre stock by the end of last year had depressed the value of the stock and credited the recent rise of the market value of the stock to the clearing up of that "misunderstanding."

The three-man court, consisting of Judges Augustus N. Hand, Henry W. Goddard and Coxe, made their compromise proposal on the basis that Hughes' acceptance would waive any further discussion on the order. Slack asked for time to consult with Hughes by telephone and final action is expected at next week's hearing.

After the hearing, Slack made arrangements to confer with Marcus here this week. He said a projected trip to Washington probably would be postponed and that he would not return to the Coast until the final ruling on the theatre stock sale is made.

Queried concerning complaints made to the Department of Justice that Hughes-appointed men still control the RKO theatres board, Marcus declined to comment except to say that no court action on the complaints has yet been set.

Bonafield, Travers

(*Continued from page* 1)

firm's board of directors, Ned E. Depinet, president of RKO Pictures Corp., announced here yesterday. Re-elected president was Harry J. Michalson.

'Miracle' Ruling Today

ALBANY, N. Y., Feb. 15.—The State Board of Regents is expected to announce tomorrow its decision whether Roberto Rossellini's "The Miracle" is "Sacrilegious" as charged. The screening of the film for board members was held here today.

NEWS in Brief . . .

NEXT production for Skirball Manning Corp., will be based on John O'Hara's "Appointment in Samara," and will star Bette Davis, producer Jack H. Skirball declared here yesterday. Skirball arrived here from the Coast Wednesday for the opening of his RKO release, "Payment on Demand" at the Music Hall.

•

Hollywood, Feb. 15.—The Academy of Motion Picture Arts and Sciences today announced the postponement of its annual awards from March 22 to the 29th because the former date occurs during Holy Week.

•

HOLLYWOOD, Feb. 15. — Jack L. Warner and Jane Wyman today were honored for their "outstanding contributions to international goodwill and understanding" by the 150 members of the Foreign Trade Association and consular guests at noonday ceremonies here at the Biltmore Hotel.

•

Plans to get "Tokyo File 212" on the nation's screens rapidly to gain the benefits of timeliness were launched here yesterday following the signing of contracts whereby RKO Pictures will distribute this new Breakston-McGowan production.

•

Boston, Feb. 15. — Theatres here, according to a check today, reported that business was off from between 20 and 25 per cent last night due to the televising of the Sugar Ray Robinson and Jake LaMotta fight.

Theatres' Fund for TV Hearing Grows

WASHINGTON, Feb. 15.—Assessments levied by the National Exhibitors Theatre Television Committee to finance the presentation of its case in behalf of theatre TV frequencies "are coming in quite well" and give every indication that enough funds will be raised to permit the industry to do a first-class job of presenting its arguments, Gael Sullivan, Theatre Owners of America executive director, reported here today.

TOA theatre TV experts met here today with Sullivan to discuss plans for presenting the stand of TOA and its units to the Federal Communications Commission. At the all-day session were Nathan Halpern, attorney Marcus Cohn and engineers C. M. Jansky and Stewart Bailey.

Christopher Awards

(*Continued from page* 1)

screenplay writers were added to the 1950 contest and were given to Lamar Trotti for his screen play of 20th Century-Fox's "Cheaper by the Dozen," and to Frances Goodrich and Albert Hackett for M-G-M's "Father of the Bride." The awards will be presented to the winners in person at the annual Screen Writers Guild award dinner next Tuesday at the Ambassador Hotel in Los Angeles. Guests at yesterday's reception included publishers and writers.

Another Trust Suit Brewing on Coast

Los Angeles, Feb. 15.—Southside Theatres, Inc., operating the Southside Theatre, Los Angeles, will file an anti-trust su t here tomorrow against Columbia, Loew's, Paramount, Griffith-Coleman, Inc., West Theatres, Inc., and William J. Kupper, Jr., seeking $300,000 damages on the grounds that the defendants have prevented the plaintiffs from obta ning first-run films, plaintiff attorneys Pacht, Tannenbaum and Ross stated.

Brotherhood Drive

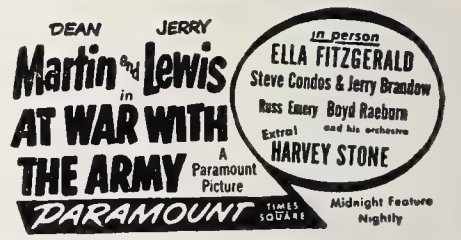
(*Continued from page* 1)

since Brotherhood Week was first sponsored by the National Conference of Christians and Jews back in 1934.

Reagan said indications of solid industry backing are based on regional reports submitted by the chairmen, co-chairmen and committee members of the various groups in the field. These include exchange city reports forwarded by 32 distributor chairmen to Warner's sales chief Ben Kalmenson, who is chairman of the distribution committee; reports by 56 exhibitor co-chairmen sent to Gael Sullivan of the Theatre Owners of America and Truman T. Rembusch of Allied States, who are co-chairmen of the exhibitor's group; to Eugene Picker of Loew's, chairman of the Metropolitan New York committee, and to Max E. Youngstein and Jerry Pickman, chairman and assistant chairman, respectively, of the advertising and publicity committee, which has 32 members.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
BETTE DAVIS
BARRY SULLIVAN
in
"Payment on Demand"
Distributed by RKO Radio Pictures
plus SPECTACULAR STAGE PRESENTATION





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Republic

(*Continued from page* 1)

ject to withdrawal restrictions and to Federal taxes, was not included in calculating last year's net, nor was $540,000 which has been set aside as estimated Federal taxes on domestic income.

"The situation in foreign countries with respect to currency devaluation, taxes, regulations and restrictions which limit, control and discriminate against American motion pictures or the remittance of foreign currencies, still continues," Yates pointed out.

Foreign Assets

Notwithstanding these handicaps, however, the current assets of Republic's subsidiaries in foreign countries increased from the equivalent of $1,418,812 on Oct. 29, 1949, to the equivalent of $1,697,477 on Oct. 28, 1950, based upon official rates of exchange prevailing, Yates' report showed.

"Although the economic situation prevailing throughout the world makes it inadvisable to make any forecast as to the future," Yates stated, "we believe, based upon past experience, that as personal incomes are increased, in consequence of the national defense program, a greater portion of such income will become available for entertainment purposes, and since motion pictures are an integral part of public entertainment, the entire industry including your corporation should benefit."

Yates pointed out that the company's indebtedness to banks at the end of the last fiscal year, amounting to $3,086,100, has since been reduced by $1,077,458.

He indicated that when American Federation of Musicians restrictions are removed "in the not too distant future" the company will then be in a position to release to television its pictures that have completed the round of regular theatres.

Trucolor Process

The company's new three-color Trucolor process will be introduced to the public through "Honeychile," soon to be released by Republic, it was reported.

The financial statement accompanying Yates' report revealed that the company has in banks and on hand cash of $2,790,901, with total current assets amounting to $15,175,001, against total current liabilities of $6,982,413.

U.A. Control Deal

(*Continued from page* 1)

by the Krim-Benjamin-Fox group.

A voting trust of five members is scheduled to be set up today, which is expected to consist of Krim, Benjamin and Fox on the one hand, and one representative to be designated by Miss Pickford and one by Chaplin, on the other. Krim will take over as head of U. A. on Monday. At the top of his agenda will be talks with producers who have withheld completed pictures from U. A. pending settlement of the company's status and who now probably will turn them over for immediate release, and with producers who will undertake new production with U. A. financing. Conferences with new U. A. management prospects also are expected within the next week or two.

Review

"Valentino"

(Columbia)

RUDOLPH VALENTINO'S spectacular rise to stardom in silent films was predicated on his romantic appeal to the feminine audience and in this re-creation of the career of the dancer who turned lover, producer Edward Small has kept his sights on the distaff side. It is a woman's picture, one that will draw the older women still bemused by Valentino's glamor and the younger set whose curiosity is aroused by the legend that still lingers. Once caught in the romance-filled mood of the story, the audience can be counted on to settle down for 102 minutes of Technicolored escapism.

The story, written by George Bruce, opens with Anthony Dexter—a newcomer whose resemblance to the real Valentino is nothing short of amazing—en route to America from his native Italy as a member of a dance troupe. A fellow-passenger is Eleanor Parker, a film star traveling incognito, and a shipboard romance ensues. Dexter quits his troupe because of the jealousy of its leader. He becomes first a dish-washer and then a gigolo in New York. He encounters Miss Parker, learns her true identity, and is offered a bit part by director Richard Carlson. From there Dexter goes to Hollywood as an extra player and becomes a star.

After another romantic interlude with Miss Parker, Dexter wishes only to continue the liaison and she marries Carlson, long a devoted suitor. Producer Otto Kruger casts the pair in "The Sheik" and the torrid love scenes which ensue convince Dexter and Miss Carlson that they really love each other. Lloyd Gough, a scandal-hunting columnist, traps them in a beach cottage and Dexter, ill with appendicitis, stages an elopement to New York with Patricia Medina, another actress, in order to kill Gough's story and the scandal.

Anyone thumbing through old casts in an effort to link yesterday's personalities to this film version of Valentino's life would be disappointed, but director Lewis Allen has preserved the broad outlines of the story and has captured the aura of the times. Sets and costumings are masterly, with enough emphasis placed on the props to place the era, but not to intrude unpleasantly on a present-day audience.

Joseph Calleia is well cast as Dexter's friend and waiter-turned-secretary, and Dona Drake is properly tempestuous as the dance troupe leader. Also appearing are Marietta Canty, Paul Bruar and Eric Wilton.

Running time, 102 minutes. Adult audience classification. Release date not set.

VAUGHAN O'BRIEN

Film Dividend

(*Continued from page* 1)

ports from various companies always boost the preliminary figure substantially. For example, in 1949, the final figure was almost $5,000,000 higher than the preliminary total, and in 1948 the final figure was almost $10,000,000 higher than the earlier unrevised total.

Even taking this into account, however, the trend appears to be steadily downward. The 1948 preliminary figure was $44,905,000 and the 1949 preliminary figure was $40,855,000. The all-time peak was the 1947 figure of $54,641,000. The Commerce Department usually figures publicly-reported dividends in the film industry at about 65 per cent of the total.

Commerce officials said they expected late reports from both Stanley Co. of America and RKO, and that these would boost the 1950 total. Stanley reported paying over $6,000,000 in 1949 and so far has reported less than $1,000,000 for 1950. RKO has reported nothing for 1950, compared with $1,755,000 for 1949.

Commerce said the dividend payment figure for Dec., 1950 was $6,505,000, against $6,843,000 in Dec. 1949.

Youngstein Weighs Production Entry

Max E. Youngstein, whose resignation as Paramount Pictures' director of advertising-publicity will become effective next Friday, said yesterday that he is considering several new proposals, among which is an independent production venture. He said he may leave here for the Coast within the next month to further explore the latter project.

Queried on the likelihood of his joining United Artists in a capacity similar to the one he held at Paramount, Youngstein said, "no deal has been made" in that connection.

NSS Asks

(*Continued from page* 1)

Judge James P. McGranery to deny a motion for summary judgment asked by Charles Lawlor and Mitchell Pantzer, plaintiffs, in the anti-trust suit against NSS and eight major film companies.

Nizer leveled his charge after Francis T. Anderson, counsel for the plaintiffs, described the action of NSS as "the perfect case" for injunctive relief on the grounds that its contract for exclusive rights to distribute poster material and trailers are illegal per se.

Earl G. Harrison, counsel for the film companies with the exception of Warner Brothers, traced the history of his clients relations with NSS. He said it was only the desire of the individual distributors to relieve themselves of the costly and onerous burden of operating their own poster departments that led to the contracts by which NSS now handles accessories. They merely decided, Harrison declared, that NSS could do a better job in that field.

New Lerner Company Will Produce Six

BOSTON, Feb. 15.—Joseph Lerner, formerly vice-president in charge of production for Laurel Films, has become president of the newly-formed production company, North American Films, Ltd. He stated that the company will produce six pictures during 1951-1952. Financing has been arranged. Each will be budgeted between $250,000 and $300,000, and all will be comedies.

Storm Hits Kans.-Mo.

KANSAS CITY, Feb. 15.—Snow, sleet and freezing rain covered most of Kansas and Missouri today, hitting theatre attendance in rural areas. Southern Missouri was hardest hit.

Allied Okays

(*Continued from page* 1)

agenda at the last minute, and general counsel Abram F. Myers would not say who had brought the matter up or whether the addition of the subject was an indication that Allied was ready to drop its long-standing opposition to an arbitration system.

Another major action taken by the board today grew out of a discussion of what Myers called "a serious print shortage." Allied will ask COMPO, Myers said, to take steps to protect the interest of the exhibitor in the current rawstock shortage and make sure that "the distributors don't do as they did in the last war when they seized on the rawstock situation to cut down the availability of prints."

If COMPO "cannot or will not" act, Myers said, Allied will have to bring up the matter itself with the National Production Authority. He pointed out that all raw stock conferences so far have been confined to producers, distributors and raw stock manufacturers, and that the exhibitors have had no voice in the discussions.

The board officially voted to protest to the distributors the small number of prints now in circulation on most features.

After hearing reports by Jack Kirsch on Phonevision and Wilbur Snaper on Skiatron subscriber vision experiments, the entire board, according to Myers, "felt that neither system was as formidable a threat to the industry as they had feared." He said these two reports and another report on color television by William C. Allen were "reassuring," and said that "apprehension is abating very fast."

As a result of Allen's report on color TV, the board voted to ask the producers to make as many films as possible in color so that when color television comes into general use, the film industry will be able to fight the novelty aspect.

The board referred back to Myers the question of competitive bidding, since replies to a questionnaire sent company presidents on the subject had not arrived in time for today's meeting.

Daylight and Overnight
DC-6
Mainliner 300s
11½ HRS. ONESTOP to
LOS ANGELES
"the Hollywood"
Leaves at noon, arrives 8:30 pm
United's overnight flight to Los Angeles leaves at 9 pm; arrives the next morning.
UNITED AIR LINES

IT HAD TO BE FILMED IN AFRICA!...

SEE

astounding "Stilt Men" towering 20 feet into the air!

SEE

primitive, blood-curdling coronation rites of a new jungle queen!

SEE

evil white murder merchants dealing out wholesale death for gold!

SEE

luscious Queen Melmendi, trapped by vicious King Bulam for torture—and worse!

SEE

Tarzan's desperate, lone fight against swarms of blood-thirsty Yorango warriors!

SEE

the spectacular battle for survival between the Yorango and Ashuba tribes!

SEE

hundreds of other unforgettable sights from darkest Africa's black heart!

Distributed by
RKO RADIO PICTURES

ADVENTURE'S MOST SAVAGE OUTPOST!

To the very depths of Africa's tameless heart goes the one-and-only Tarzan... bringing to the screen actual scenes of raging conflict, primitive passions, strange, snarling beasts and pagan spectacle so vast in scope that only the jungle itself could contain its drama!

EDGAR RICE BURROUGHS'

TARZAN'S PERIL

STARRING

LEX BARKER and VIRGINIA HUSTON

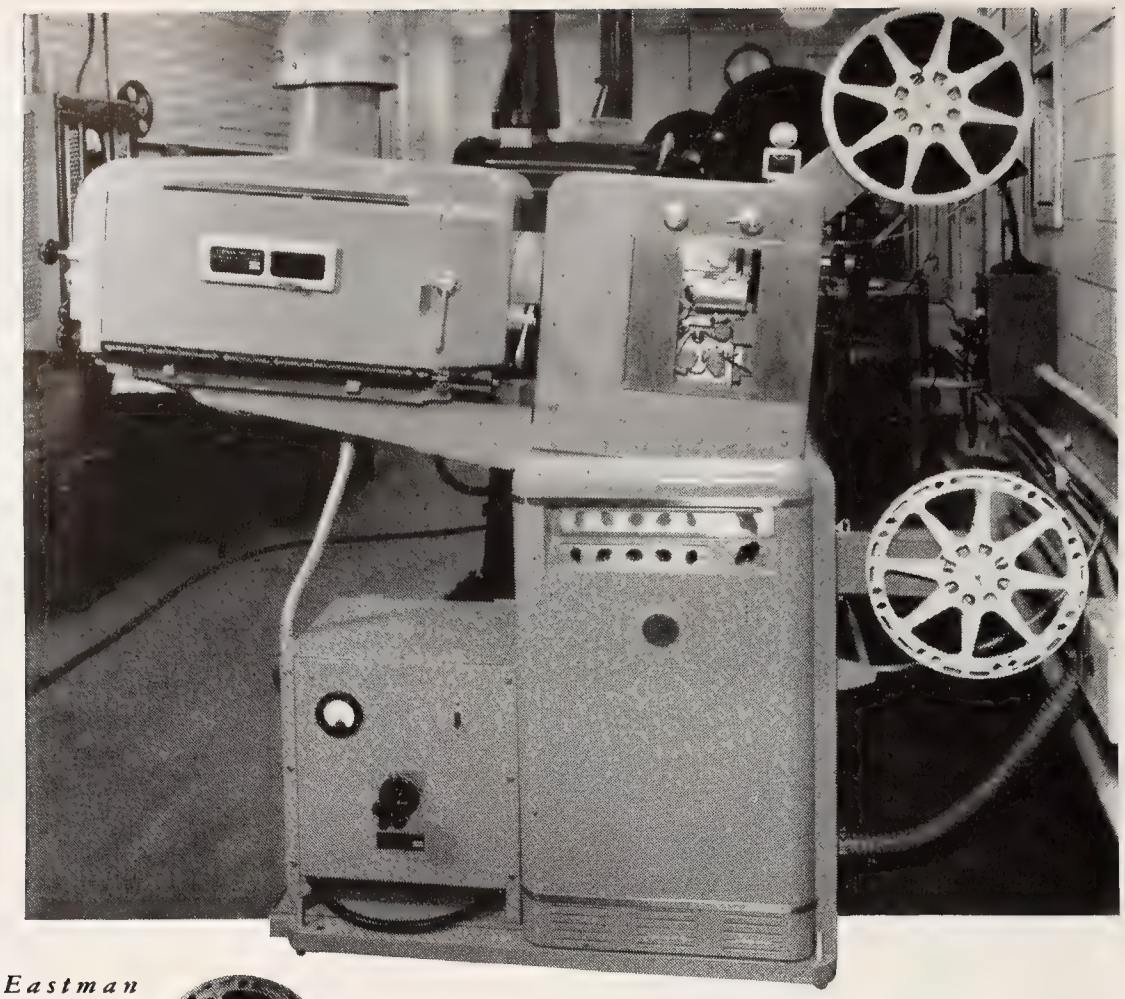
with

GEORGE MACREADY • DOUGLAS FOWLEY • GLENN ANDERS

Produced by **SOL LESSER**

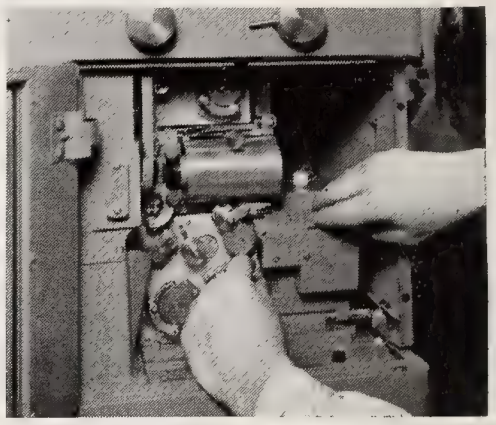
Directed by BYRON HASKIN

Screenplay by SAMUEL NEWMAN
and FRANCIS SWANN

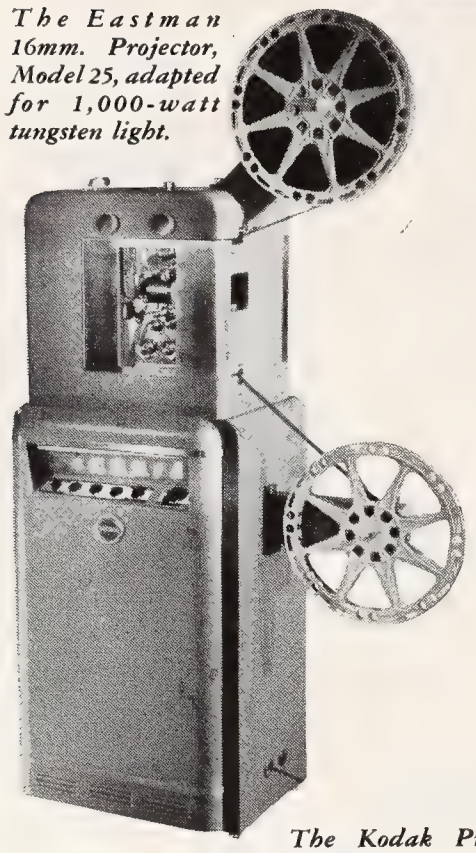


Left, the Eastman 16mm. Projector, Model 25, brings 16mm. projection to the professional level. Shown here, adapted for arc illumination, permanently installed alongside 35mm. equipment.

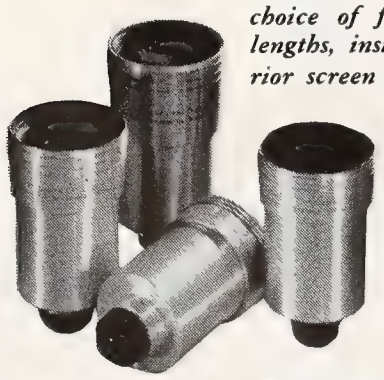
Below, working parts of the film movement mechanism are in constant view of the operator . . . readily accessible for threading and cleaning.



The Eastman 16mm. Projector, Model 25, adapted for 1,000-watt tungsten light.



The Kodak Projection Ektar Lens, in a choice of four focal lengths, insures superior screen image.



For Professional Quality Sound Projection from 16mm. Film

The Eastman 16mm. Projector, Model 25

This projection instrument—built to a new design concept—eliminates the three major obstacles to theatrical quality 16mm. sound projection . . . excessive wear and high maintenance cost; low signal-to-noise ratio; and excessive flutter.

A major cause of excessive wear and poor quality sound is the constant transfer of shock forces generated in the film pulldown mechanism to other parts of the system. In the Eastman 16mm. Projector, Model 25, the intermittent (film advance mechanism) is completely isolated and independently driven by its own 1440 r.p.m. synchronous motor. Thus, shock forces are sealed off from the rest of the instrument. The sprocket-shutter system is driven by its own 1800 r.p.m. synchronous motor. Exact phasing between the two systems is accomplished by specially designed synchromesh gears. In addition, the take-up spindle, rewind spindle, and blower are driven by separate motors.

A highly corrected microscope objective, adjustable for optimum sound quality from any type of 16mm. sound film, permits reproduction of variable area or variable density 16mm. sound tracks at extremely low distortion and a maximum signal-to-noise ratio.

To get the best out of any 16mm. sound film, project it on an Eastman 16mm. Projector, Model 25. For information on installation, availability, and prices, write directly to the Motion Picture Film Department, Eastman Kodak Company, Rochester 4, N. Y., or any branch office.

Motion Picture Film Department, Eastman Kodak Company, Rochester 4, N. Y.



East Coast Division
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New York 17, N. Y.

Midwest Division
137 North Wabash Avenue
Chicago 2, Illinois

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, California

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 69. NO. 34 NEW YORK, U. S. A., MONDAY, FEBRUARY 19, 1951 TEN CENTS

U.A. Control Changes Hands This Morning

McNutt, McNamee Out; Krim, Benjamin, Fox In

Management control of United Artists will pass this morning to the Arthur Krim-Robert Benjamin-Matthew Fox group. Paul V. McNutt and Frank L. McNamee on Friday resigned as board chairman and president, respectively.

McNutt and Loyd Wright, attorney for Charles Chaplin, announced simultaneously with the resignations on Friday that the contract for the transfer of management control of the company to the Krim-Benjamin-Fox group was delivered out of escrow.

(*Continued on page* 8)

Heineman Pact Up; Stays Till March 2

William J. Heineman, Eagle Lion Classics vice-president in charge of distribution, will remain with the company at least until March 2, although his contract expired last Saturday without being renewed.

Discussions concerning a new contract have extended over the past several months without an agreement having been reached. It has been reported that Heineman is in line for the post of vice-president in charge of distribution for United Artists under the Arthur Krim regime which takes over at U.A. today. However, there have as yet been no negotiations, let alone an agreement.

Heineman's decision to remain another two weeks without contract at ELC is believed to have been made to

(*Continued on page* 8)

8,000-Share Option Claimed by Kravetz

Max Kravetz, United Artists secretary, who has indicated he intends to hold on to his option for the purchase of company stock notwithstanding the now official take-over of management control by the Arthur Krim-Robert Benjamin-Matthew Fox group, claimed in an interview on Friday that his

(*Continued on page* 8)

'Miracle' Held Sacrilegious; Regents Revoke License

'Miracle' Violates Religious Freedom

Albany, N. Y., Feb. 18.—Discussing the "priceless heritage of religious freedom in this country" in its opinion finding the Italian-made film, "The Miracle," sacrilegious, the New York State Board of Regents said: "The law recognizes that men and women of all faiths respect the religious beliefs held by others. The mockery or profaning of these beliefs that are sacred to any portion of our citizenship is abhorrent to the laws of this great State. This picture takes the concepts (of the Bible) so sacred to millions of our people and associates it with drunkenness, seduction, mockery and lewdness."

ALBANY, N. Y., Feb. 18.—The New York State Board of Regents held unanimously on Friday that Roberto Rossellini's "The Miracle" is "sacrilegious" and cancelled the picture's license previously issued by the Motion Picture Division of the State Department of Education.

The license was issued to "The Ways of Love," a film trilogy put together by Joseph Burstyn, New York distributor, of which "The Miracle" is a unit. Thus cancellation of the license applies to the other two films comprising "Ways of Love" while "The Miracle" remains a part of it. Provision was made for an application to license "Ways of Love" without "The Miracle."

Burstyn's attorneys moved immedi-

(*Continued on page* 8)

Loew's May Switch Southern Division

ATLANTA, Feb. 18.—Mike J. Cullen, new manager of the Southern division of Loew's Theatres has arrived in Atlanta to take up his new duties, accompanied by Oscar A. Dobb, general executive of the Loew's organization, from New York.

Cullen, who has been transferred

(*Continued on page* 3)

Change-of-Venue Test to High Court

WASHINGTON, Feb. 18.—The U. S. Supreme Court has been asked to rule on the power of Federal District Courts to transfer private anti-trust suits in the film industry from the district where they were brought to another district more convenient to the defendants.

Involved are two suits for treble damages and injunctive relief brought by Tivoli Realty, Inc., and I. B. Adel-

(*Continued on page* 8)

U.S. Will Not Appeal The Griffith Decision

WASHINGTON, Feb. 18.—The government will not appeal to the U. S. Supreme Court Judge Edgar S. Vaught's decision in the Griffith anti-trust case, it was learned here.

Solicitor General Philip B. Perlman, acting on recommendations of his own staff and of the anti-trust division, has signed papers signifying that the Justice Department has decided against an appeal and that as far as the Government is concerned, the Griffith case is closed.

Technically, Judge Vaught's decree will not be absolutely final until Feb. 25, the deadline for any appeal. But the Department's decision makes it certain that the 12-year old suit has finally come to an end.

Justice Department officials made it clear that they still feel the Vaught decision and decree were major defeats for them but that they decided against an appeal because they were convinced they would get nowhere with it.

"Make no mistake," one government

(*Continued on page* 8)

Allied Will Enter Talks On Arbitration

Myers to Report Back To Board Meet in May

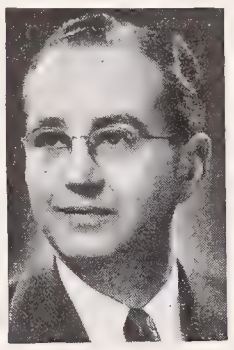
WASHINGTON, Feb. 18.—In a surprise move, the board of directors of Allied States Association has authorized general counsel Abram F. Myers to enter into discussions with distributors on a possible industry arbitration system.

Though Myers stressed that the talks were "purely exploratory" and in no way bound Allied to go through with such a system, one top Allied official admitted that "this is the first time in all its history that Al-

(*Continued on page* 3)

Rembusch Chosen Again to Head Allied

WASHINGTON, Feb. 18.—Trueman T. Rembusch was reelected for a second one-year term as president of Allied States Association as Allied's two-day mid-winter board meeting closed here Friday.



Trueman Rembusch

The board also elected the Association's eight representatives on the proposed new executive committee of the Council of Motion Picture Organiza-

(*Continued on page* 3)

Brilant Heads New RKO Promotions

Plans to increase activity in the commercial tie-up field as part of an over-all drive to step up national publicity coverage for RKO Pictures, were disclosed here on Friday by Don Prince, Eastern publicity director, who has assigned Arthur M. Brilant to

(*Continued on page* 3)

"Brotherhood Week" February 18-25

Personal Mention

BARNEY BALABAN, president of Paramount Pictures, returned here over the weekend from a two-week trip to Nassau and Florida.

•

WILLIAM THORMAN of RKO Theatres' home office art department, is the owner of "Thornville's Gorgeous Caesar" who won a red ribbon, second prize, in the bulldog puppy class at the recent Westminster Dog Show held here.

•

A. W. SCHWALBERG, president of Paramount Film Distributing Corp., is due to leave here tonight for Canada to visit the company's Dominion branches with Canadian general manager GORDON LIGHTSTONE.

•

FRANK FARLEY, chairman and managing director of Paramount British Productions, is in St. Mary's Hospital, London, recovering from a major operation.

•

HELEN WEXLER of Eagle Lion Classics' home office service department, was married yesterday to JOSEPH BRODY at the Hotel Westover here. They will honeymoon in Florida.

•

WILLIAM GERNANNT, vice-president in charge of sales and executive assistant to the president of Jerry Fairbanks Productions, is due in New York from Hollywood.

•

JOE E. BROWN will receive a citation from the 52 Association of New York for "outstanding service to the wounded" at the Waldorf-Astoria Hotel here on Wednesday.

•

MILDRED WEBBER, formerly with the William Morris Agency, has joined Peter Witt Associates, affiliated with the Kurt Frings Agency in Hollywood.

•

JESSE DIANGELIS, head of the DiAngelis Outdoor Advertising Co., is in Yonkers General Hospital following major surgery.

•

F. J. A. MCCARTHY, Universal Pictures' Southern and Canadian sales manager, is scheduled to leave here for Atlanta tomorrow.

•

EUGENE PICKER, Loew's Theatres executive, has returned here from a visit to the Coast and a vacation at Tucson, Ariz.

•

ROBERT M. LURY, head of Select International Films in Japan, will leave here for Hollywood by plane on Wednesday.

•

BILL SNYDER of Rembrandt Films is now a parent of a daughter, PATRICIA WILLA.

•

JACK COHN, vice-president of Columbia Pictures, is vacationing at the Boca Raton Club, Fla.

•

RAYMOND BURKE, assistant manager of Loew's Post Road Theatre here, has resigned to enter the U. S. Navy.

Tradewise . . .

By SHERWIN KANE

IF this week's efforts in the nation's theatres, the point of contact with the public, match the thorough planning and organizing work of the past several months, the industry certainly will establish new records of accomplishment during Brotherhood Week, 1951.

Exhibitors and exchangemen in all key cities were briefed in the ultimate detail well in advance of the opening of Brotherhood Week yesterday. A national organization stemming from industry chairman Charles M. Reagan's headquarters has covered the nation with regional committeemen and representatives who have carried to exhibitors in city and town alike sound instruction, based on experience in earlier campaigns, for putting the meaning and solid values of Brotherhood Week before the public and enlisting its aid in furtherance of the ideals of the National Conference of Christians and Jews.

■ ■

The tools and supplies with which the work is performed have been drafted again this year and placed in the hands of the theatre workers by Max E. Youngstein and his advertising-publicity committee aides.

National and regional exhibitor organizations are behind 1951 Brotherhood Week in numbers and with resolution exceeding those of earlier years.

In this period of national emergency in which the unity of Americans and the international principle of world brotherhood has become more vital than ever before, the campaign is carried to a public mind already conditioned to the need for it and already receptive to pleas for help in attaining it, and becoming a part of it.

Under such circumstances, it remains only for the theatre workers throughout this week to approach their assignment conscientiously, fulfilling their campaign roles scrupulously, to make it possible for the industry to exceed past Brotherhood Week records and add another proud chapter of public service to its annals.

■ ■

In Hollywood last week, Nate Golden, head of the National Production Authority's motion picture division, made it clear that a voluntary raw stock conservation program by the industry not only is essential now but must account for substantial savings if allocations and their attendant headaches are to be avoided.

There is approximately a 10 per cent increase over normal in raw stock consumption in prospect now, with the military, the heaviest priority consumer, still to make known its raw stock requirements. Moreover, television, which was not a factor in allocation of raw stock during World War II, will come in for its cut in the present scheme of things.

■

The Council of Motion Picture Organizations, the Motion Picture Association of America and others already are properly concerned with the threatening prospects of raw stock shortages and are moving swiftly and effectively to apply conservation measures within the industry to stave off NPA allocations and, should they come, regardless, to fortify the industry's position for the emergency.

It behooves everyone in key positions in studios, exchanges and theatres to utilize immediately every means of economy, conservation and preservation of raw stock. If the supply crisis of the World War II years can be averted thereby, such efforts will have been well rewarded.

■ ■

Producers and distributors who have supplied pictures for the current Phonevision experiment in Chicago owe it to themselves to look into the reports that a not inconsequential percentage of the test families who ordered films during the month of January had not remitted payments therefor, almost three weeks after billing date.

Since only approximately 22 per cent of the possibilities ordered film programs during January, any considerable number of free-riders among them will, for all practical purposes, reduce that percentage importantly. Phonevision is a method of selling film. A sale is not consummated if the bill is unpaid. As a matter of hard fact, no reliable appraisal of the commercial worth of Phonevision is possible if made solely on the basis of the number of film programs ordered. That is the basis of the appraisals that Zenith Radio has been making to date.

What the owners of the films need to know is how many who saw their shows paid for them.

Newsreel Parade

THE UN push in Korea and the clarification of the flying-saucer "mystery" are current newsreel highlights. Other items include floods, sports and human interest stories. Complete contents follow:

MOVIETONE NEWS, No. 15—New climax in Korea. Navy explains mystery of flying-saucer. Floods ravage Northwest. East Berlin children snub Red school. "G.I." finds haven for pet lion. Skiing, dog sled race, dog show.

NEWS OF THE DAY, No. 24—UN forces battle Red drive. Gen. Marshall urges U. S. army of 100,000 for Europe. President Truman greets cadets. Tide of toys. "G. I." loses lion pal. Dog show. Ski stars.

PARAMOUNT NEWS No. 52—Indoor track season at peak. *Photoplay* magazine awards. Gen. Marshall tells plans for six U. S. divisions in Europe. Explode myth of flying-saucers. Dog show. Soldier has a lion for a pet.

TELENEWS DIGEST, No. 7-B—Korea: Seoul again. U. S. sends arms aid to Thailand. Holland floods. Frank Costello testifies. Admiral Nimitz heads security post. Flying-saucer "mystery." Religious revival in Japan. Marshall Mannerheim dies. Horse racing.

UNIVERSAL NEWS, No. 431—UN forces blunt Communist push in Korea. Floods in Northwest, floods in Italy. Water shortage in Pennsylvania. Avalanche in Austria. Sports: skiing, motorcycle race in England, dog show.

WARNER PATHE NEWS, No. 54—Korea: road to Seoul. Clear "mystery" of the flying-saucer. Ice jam perils Pennsylvania community. Starts fire to duck the draft. *Photoplay* awards. A "G. I." and his pet lion. Dog show, track.

Philadelphia Honors For Robert Stillman

PHILADELPHIA, Feb. 18.—Producer Robert Stillman will be honored on Feb. 23 by the Philadelphia Press Club for his "faithful production" of the Royce Breir Pulitzer Award stories adapted for the screen in Stillman's "Sound of Fury," United Artists release.

Stillman will arrive in Philadelphia next Friday from the West Coast accompanied by Irving Rubine, his associate, to participate in the ceremonies which will include a preview of the film and the presentation of a scroll by Sig Hagen, city editor of the *Philadelphia Daily News* and president of the Press Club.

Skourases Return Here from Europe

Spyros P. Skouras, 20th Century-Fox president, and Charles P. Skouras, National Theatres president, were due here from Europe over the weekend, following a trip to Switzerland to complete a deal for a new theatre television system.

Earl I. Sponable, 20th-Fox technical supervisor, was also scheduled to return. William C. Michel, 20th-Fox executive vice-president, and Otto E. Koegel, chief counsel, who also participated in the negotiations, are expected this week.

James Foland Dead

KANSAS CITY, Feb. 18.—James E. Foland, 67, former exchange manager and later with theatre supply and independent poster companies here, died.

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NEWS in Brief . . .

CHICAGO, Feb. 18.—Induction proceedings of men into the U. S. Submarine Service were held Friday evening on the Chicago Theatre stage in conjunction with the opening of "Operation Pacific." B. and K. officials and Warner Brothers co-operated all week with the Navy on a submarine recruiting drive here. The film was screened for Navy personnel and the press aboard the *USS Silversides*, docked in Lake Michigan.

•

HOLLYWOOD, Feb. 18.—Irving Briskin, general manager of Columbia Studio, has signed a new seven-year contract.

•

HOLLYWOOD, Feb. 18.—Jack E. Baker, Republic vice-president in charge of production, has announced the elevation of associate producer Gordon Kay to secretary-treasurer and executive assistant to Baker, effective as of today. Howard McDonnell, business manager, has been appointed representative to the Association of Motion Picture Producers. The changes were occasioned by the resignation of vice-president Robert V. Newman to join Samuel Goldwyn Productions in an executive capacity.

•

CHICAGO, Feb. 18.—"Hollywood can make the finest productions, the distributor can pre-sell them to the public, and the theatre manager can in turn sell the attractions locally, yet all of these efforts can be knocked into a hat by bad housekeeping," Alex Manta said at the annual managers' meeting of the Manta-Rose Indiana-Illinois circuit here last week.

•

Paramount's "September Affair" will open the new Astor Theatre in Syracuse, N. Y., on Feb. 22, according to Maurice Maurer, head of City Entertainment Corp., subsidiary of City Investing Co., which will operate the house.

•

Paramount home office sales executives began at the weekend to examine possible means of bringing exhibitors and advance trade screenings together. The company has found that exhibitors no longer attend trade screenings, and therefore Paramount trade shows have been discontinued all across the country.

•

HOLLYWOOD, Feb. 18.—Sherrill Corwin will bring ten o'clock television newscasts into his Orpheum Theatre via his big-screen RCA installation regularly, Tuesday through Thursday, under an experimental arrangement worked out with KLAC-TV, beginning tomorrow.

•

Ben Washer, publicist, states he is withdrawing from all connection with "The Medium," Walter Lowendahl production.

Brilant

(*Continued from page* 1)

head up the new department in the East and develop and co-ordinate all

Brilant, who heretofore has been in charge of RKO Sunday newspaper features, will also direct trade paper publicity. At RKO's studio in Hollywood, Dick Mahn will be in charge of tie-ups under the direction of Perry Lieber, studio publicity director.

Review

"Air Cadet"

(Universal-International)

THE EXACTING and thorough training process of an air force fighter pilot is thrown into dramatic focus in Universal-International's "Air Cadet." The picture is a well-made drama that develops steadily in interest until its climax. Made with the cooperation of the U. S. Air Corps, it was largely shot at Randolph Field in Texas. Audiences in general should find "Air Cadet" satisfying entertainment.

The screenplay, by Robert L. Richards, uses the narrative format of having four young men arrive at the air base to start cadet training. The quartet consists of Alex Nicol, an infantry veteran with an eye to becoming a commercial pilot; Richard Long, brother of a World War II ace; Robert Arthur, a wealthy lad who wants to show he can accomplish something on his own; and James Best, a civilian with an ambition to fly jet planes. The story traces their various adventures in the service, mixing humor with drama. The real conflict arises from a clash between Long and Stephen McNally, a major at the base. It seems that McNally has taken a natural disliking to Long and threatens to end his service. Matters worsen when Gail Russell, McNally's separated wife, takes a liking to Long.

It takes a crash in which both men prove their real worth before the enmity between them is erased. As the final curtain lowers, Long receives his fighter wings and Miss Russell returns happily to the side of her husband. There is much visual power in the flight scenes which are one of the picture's assets. Joseph Pevney directed and Aaron Rosenberg produced.

Running time, 94 minutes. General audience classification. For March release.

MANDEL HERBSTMAN

Cleveland Theatres Unite on Promotion

CLEVELAND, Feb. 18.—To regenerate public interest in motion pictures, the Cleveland Showmen's Committee, backed by all theatres in the Greater Cleveland area, is launching a $1,000 "Movie Contest" in cooperation with the *News*, daily afternoon newspaper. The contest will start on Monday and will close on March 3.

During this period the *News* will print a series of 12 photographs, reproductions of stills from 12 major pictures shown in local first-run theatres not earlier than Dec. 1, 1950. One picture each day for the 12-day period will appear on the amusement page. Contestants will identify picture titles, name the stars appearing in the photos and write a letter of not more than 150 words saying which of the contest films they liked best, and why.

During the contest period the *News* will publish lists of some 50 pictures exhibited here during the December-March 1950-51 period, including titles of contest pictures. All theatres will be provided with a special promotional tabloid section containing all 12 contest photos for the convenience of contestants who may have missed some of the entries.

Advises Caution on 'Controversial' Films

WASHINGTON, Feb. 18.—Exhibitors should be careful about sponsoring or showing films of a controversial nature, Allied States Association's board cautioned.

This stand grew out of a board discussion of the Ohio units' refusal to show "Why Korea?" after Presidential Adviser John Steelman requested exhibitors to show the film.

The board suggested that it is best to wait until public opinion in a community has been clarified before showing a film on a possibly controversial subject. It said that exhibitors shouldn't be too extreme in rejecting such films, but that neither should they show such pictures just because they have been asked to.

Arbitration

(*Continued from page* 1)

lied has ever shown any interest in the subject."

Myers is to report back to the board at its May meeting in Kansas City. If the board decides to go into the plan further, it will likely put the matter up to the October convention. Thus even if Allied should eventually approve an industry arbitration system, it would be at least the end of the year before it could start functioning.

The question of arbitration was fully discussed by the board Friday, Myers said, and the board decided that "Allied will not as presently advised enter into any general conference on that subject." However, it authorized Myers to confer with the distributors and their counsels—"and especially with those people who have approached Allied"—on two aspects of arbitration: What subjects the distributors consider suitable for arbitration and the methods of arbitrating these differences.

Myers refused to say whom the board had in mind by the reference to "people who have approached Allied." However, it has been established that William F. Rodgers and other Loew's officials have talked to Myers on the subject and that officials of Paramount and one or two other companies have also discussed arbitration with him.

Loew's May Switch

(*Continued from page* 1)

from Loew's St. Louis office, where he was Western manager, said there is a possibility that Southern division headquarters may be transferred to St. Louis, from Atlanta. The division formerly embraced Atlanta, Memphis, Nashville, New Orleans and Houston, but now that St. Louis and Kansas City have been added there may be a change in the divisional executive center.

Dobb observed that theatre business is definitely on the upgrade. He believes that the novelty of televsion, described as the biggest competition of box-offices, is finally wearing off. Or, he added, maybe the folks are catching up with their payments and have a little extra money to spend for outside entertainment.

Cable to Extend TV On Northwest Coast

Seattle, Feb. 18.—The Pacific Telephone and Telegraph Co. plans to build a $7,000,000 television microwave cable system between Seattle, Portland and Eastern Washington. Though primarily intended for telephone service, the circuit will be used later to carry TV programs from California and the East.

The Seattle-Portland line is expected to be in service by next year with additional circuits planned to connect Yakima, Walla Walla and Spokane by 1953.

Allied Elects

(*Continued from page* 1)

tions. This followed from its ratification of the new plan on Thursday.

A newly-formed committee on film rentals was authorized to present to the distributors Allied complaints about increased rental prices.

New York City was selected for Allied's 1951 convention, to be held in early October under the sponsorship of Allied Theatres of New Jersey. New York won out over Baltimore, proposed by the Maryland unit.

Re-elected along with Rembusch as officers for the coming year were Charles Niles, treasurer; Abram F. Myers, general counsel; Irving Dollinger, secretary; Stanley D. Kane, recording secretary. Col. H. A. Cole was renamed chairman of the Caravan Committee, with Leo Jones Niles and Rembusch the other members.

The eight men chosen to represent Allied on COMPO's executive committee were Rembusch, Cole, Benjamin Berger, Abe Berenson, Ray Branch, Jack Kirsch, Wilbur Snaper and Nathan Yamins.

There were no contests for any of the elected posts, Myers said.

Myers said that the film rental committee would take up the increased rental question "more especially" with 20th Century-Fox than with any other film company. Discussions with Fox would be based on "general complaints," he said, whereas with other companies complaints would deal with the rental price of a specific picture.

The committee will argue, Myers said, that falling theatre attendance should be a "common disaster" and that it is unfair for "one part of the industry to profit while another part suffers." Committee members are Yamins, Snaper and Berger.

Allied's standing committee on National Screen Service was authorized by the board to bring to National Screen's attention various complaints of Allied members, including varying prices for the same commodity on different contracts.

47 'Cyrano' Roadshows

Forty-seven new roadshow bookings for "Cyrano de Bergerac," Stanley Kramer production for United Artists release, have been set by George Schaefer, general sales manager for the Kramer company, making a total of 68 cities to date where the Jose Ferrer starrer is either running or is set for openings within the next two months.



BROTHERHOOD WEEK — Feb. 18-25
Believe It! Live It! Support It!

MADE HIM... now I'll break him!

HE was guilty of the one sin no woman ever forgives!



CK H. SKIRBALL and BRUCE MANNING
present

TTE DAVIS
BARRY SULLIVAN
yment on Demand

with

JANE COWL · BETTY LYNN · FRANCES DEE

Produced by JACK H. SKIRBALL

Directed by CURTIS BERNHARDT

Written by BRUCE MANNING and CURTIS BERNHARDT

Distributed by
RKO RADIO PICTURES

RADIO CITY MUSIC HALL ATTRACTION!



HERBERT J. YATES
presents

Oh!

in TRUCOLOR

starring **ROD CAMERON · ADRIAN BOOTH**
with WILLIAM CHING · JIM DAVIS

Written by Charles Marquis Warren • Associate Producer-Director JOSEPH KANE

HE LONG LIST OF BIG
URES PRODUCED BY REPUBLIC!

THAT **THING**

Brave men
Beautiful women
Romance, Adventure!

GOT THAT **ZING**

That never-failing
box office

ACTION!



Susanna

FORREST TUCKER · CHILL WILLS
VALLY CASSELL · JAMES LYDON
EPUBLIC PRODUCTION Republic Pictures Corporation—Herbert J. Yates, President

Raw Film Chemical Exports Controlled

Washington, Feb. 18. — In another government action to conserve supplies of methylene chloride, chemical solvent esential in the making of motion picture safety stock, the Commerce Department has placed it on the so-called "positive" list of export commodities. This means a government license will be required for shipments of more than $500 of methylene chloride to any foreign country, except Canada.

The Griffith Case

(*Continued from page* 1)

attorney said, "we lost in Oklahoma City. But we're not appealing for two reasons. In the first place, Vaught's findings-of-fact were so adverse to us that we don't think we could get the Supreme Court to look at the case again. It's not too hard to get an appeal taken on grounds of interpretation of the law, but it's awfully hard to get the Court to take a case when the findings of fact are so against you.

"Secondly, a lot of the urgency for winning the case is gone in view of the changed competitive situation created in the industry generally by our success in the Paramount case. The Griffith case has just become pretty stale."

Another Justice Department spokesman agreed. "The suit wasn't successful," he said, "but the situation in the industry is so different because of the New York court decree that success in the Griffith case now isn't as important as it would have been in 1939, when we brought the suit."

Change-of-Venue

(*Continued from page* 1)

man, against eight major distributors and the Interstate and Texas Consolidated circuits. The suit was filed in Delaware, and the defendants asked for a transfer to Texas on the ground that the latter was more convenient. Judge Rodney found that five of the defendants could not be sued in Texas and therefore he lacked the power to transfer. The distributors and the two circuits appealed to the Third Circuit Court of Appeals, which overruled Rodney, declaring the suit could be transferred providing the defendants which could not be sued in the other district agreed to allow themselves to be sued there without raising the legal question. The five defendants referred to are RKO, Paramount, Warner, 20th Century-Fox and Universal. All had indicated they would not raise the legal question if the case were transferred to Texas.

The Tivoli and Adelman last week appealed to the high court to reverse the Third Circuit Court ruling, and were joined by Judge Rodney. An appeal petition by Thurman Arnold, for the plaintiffs, said that all of the legal decisions on the point were confusing and contradictory, and that it was important that the Supreme Court clear up the confusion. The petition further said the present situation allowed great delays, which were unfair to plaintiffs. It pointed out that Tivoli has been attempting to get a ruling in its case for over three years, and that unless the Supreme Court acts, it will have to drag on its fight in the courts for a long time to come.

Revoke 'Miracle' License

(*Continued from page* 1)

ately in State Supreme Court to obtain a stay of enforcement of the Regents' action revoking the license.

There, Supreme Court Justice Kenneth MacAffer denied an application by Joseph Burstyn, Inc., for a stay of the Regents' order pending a review by the courts of the question whether the Regents Board has the power to revoke.

A test of the authority of the Regents will be taken to the appellate Division of the Supreme Court as soon as it reconvenes here on March 5.

In a two-page decision Justice MacAffer said the petitioner had failed to make a persuasive showing that denial of a stay would result in immediate and irreparable damages.

The court said it was passing neither on the question of whether the picture is sacrilegious nor on the authority of the Regents to revoke.

(In New York, the management of the Paris Theatre, where the picture has been playing, said it would "comply with any official order" but added "We have to comply with our contract, too. We have an obligation to the distributor." However, the picture was withdrawn from the trilogy.)

The question of the legality of the license was put to the attention of the Regents in several hundred protests that followed an effort last December by Edward T. McCaffery, Licenses Commissioner of New York City, to revoke the license of the Paris Theatre.

The Regents' action was taken after the full board had seen the film last Thursday. A spokesman for the board said it was the first time the Regents had overruled a decision of its Motion Picture Division.

In its decision, the board asserted, "As to our power and authority to rescind the license, we unanimously adopt and approve the report of our committee (which made a preliminary finding last month that "The Miracle" is sacrilegious). We recognize that when the Legislature in 1927 placed the Motion Picture Division in the Department of Education, it placed upon us, as the constitutional head of that Department, the responsibility for its proper enforcement. The Regents neither sought nor welcomed such power of censorship. However, in this case, we have a clear and compelling duty under the law to carry out our constitutional authority."

Discussing "the priceless heritage of religious freedom in this country," the Regents said: "The law recognizes that men and women of all faiths respect the religious beliefs held by others. The mockery or profaning of these beliefs that are sacred to any portion of our citizenship is abhorrent to the laws of this great State. To millions of our people the Bible has been held sacred and by them taught, read, studied and held in reverence and respect. Generation after generation have been influenced by its teachings. This picture ('The Miracle') takes the concepts so sacred to them set forth in both the Protestant and Catholic versions of the Bible (*St. Matthew, King James and Douay Versions, Chapter I, Verses* 18-25) and associates it with drunkenness, seduction, mockery and lewdness.

Considered Reports

"All members of the Board of Regents present at this meeting and consisting of a majority of the entire Board," the statement continued, "having considered the report of the committee on 'The Miracle' and the affidavits, briefs and other documents filed therewith, and all of such members of the Board of Regents having viewed such motion picture, now after full discussion and deliberation, unanimously find and report that said picture, 'The Miracle', is sacrilegious and not entitled to be licensed under the provisions of Section 122 of the Education Law, and, therefore, it becomes the duty of this board to rescind and cancel the licenses of this picture heretofore issued by the Motion Picture Division of the Department of Education.

"Under the laws of our State, no picture (other than some specifically exempted by statute) may be shown unless it first has been licensed and the law expressly forbids the licensing of any picture that is, in whole or in part, sacrilegious. After viewing this picture we have no doubt that it falls in the category condemned by law."

The National Legion of Decency some time ago condemned "The Miracle." Cardinal Spellman urged all Catholics to boycott it.

The board's action bans the exhibition of the picture throughout New York State. Ten members of the 13-member board voted for the ban. Two members were not present and there is one vacancy.

Heineman-ELC

(*Continued from page* 1)

cover the period until William C. MacMillen, Jr., ELC president, returns from the Coast, where he is now engaged in negotiations with independent producers. Should Heineman decide to leave ELC, Bernard Kranze, assistant sales manager, is regarded as a likely successor for the post.

Mass. Senate Kills Censorship Measure

BOSTON, Feb. 18.—The Massachusetts State Senate by voice vote has killed Senate Bill No. 473 "an act establishing a board of censors for the Commonwealth of Massachusetts to examine and approve television, radio, motion picture and state shows."

Alter 'Outlaw' Title, Court Advises ELC

Federal Judge Vincent L. Leibell on Friday took a turn at framing motion picture titles, at a hearing of arguments in RKO Pictures' action against Eagle Lion Classics' picture titled "My Brother, the Outlaw," a Benedict Bogeaus production.

"Why can't you find some such title as 'Brother Outlaw' or 'Outlaw Brother?'" the jurist asked defense counsel, indicating at the same time that the court viewed ELC's title as competing unfairly with RKO's title, "The Outlaw," the Howard Hughes-RKO release. When defense counsel said RKO might object to the use of the word "Outlaw" in a new title, the jurist said he would then have to render a decision, probably this week. It is not the word, but its placement in the title that was questioned.

UA Control

(*Continued from page* 1)

Wright said that Mary Pickford and Chaplin had "expressed complete satisfaction that the legal formalities had been concluded."

A new UA board will be elected at a special stockholders meeting in the near future.

Miss Pickford and Chaplin, the UA statement continued, "have always felt that an outstanding independent releasing organization was essential to the health of the industry. They have full confidence that under the new management, the great tradition of United Artists will be restored and maintained."

Krim is expected to become the new president of UA.

Working Capital

Walter E. Heller & Co., Chicago, is providing in excess of $3,000,000 for working capital and funds for new production under the Krim-Benjamin-Fox take-over. Milton Gordon, vice-president of the Heller Co., conducted the negotiations on its behalf and will act as financial adviser to the new management.

Krim met with Gradwell L. Sears, UA distribution head, on Friday but the results of the conference were not disclosed. It was reported, however, that a settlement of Sears' contract was discussed. The contract expires the end of this year but carries provision for pension payments for 10 years thereafter.

Voting trustees for the company will be designated within a day or two. Krim, Benjamin and Fox will designate three, Miss Pickford and Chaplin one each.

Kravetz Option

(*Continued from page* 1)

option is separable from those which were held by Paul V. McNutt and Frank McNamee.

Asked how many shares were covered by his option, Kravetz replied "Eight thousand."

A total of 20,000 UA shares have been issued, and the initial option taken by the Krim-Benjamin-Fox group has been reported to be for 10,000 shares.

Asked what he intended to do about his option in light of the Krim-Benjamin-Fox take-over, Kravetz suggested the question be put to his attorney, Sol Rosenblatt. (Rosenblatt could not be reached for comment on Friday, but when inquiry along this line was made of him earlier, he refused to comment.)

Kravetz said he objected to what he termed an attempt by Mary Pickford and Charles Chaplin, UA owners, to deprive him of the option before its expiration.

Chaplin Seeks New 'Star' for 'Limelight'

HOLLYWOOD, Feb. 18. — Charles Chaplin has announced that he is seeking a "girl between the ages of 20 and 24, who has had stage experience both in dramatic art and ballet" to be featured in his forthcoming production, "Limelight."

The announcement, the first official confirmation of reports that he is planning to produce a picture, further states that neither stage nor ballet experience is necessary "if the applicant shows promise of great talent."

TODAY'S NEWS TODAY

MOTION PICTURE DAILY

AIR MAIL EDITION

VOL. 69. NO. 35 NEW YORK, U.S.A., TUESDAY, FEBRUARY 20, 1951 TEN CENTS

Circuit Heads Weigh Impact Of Swiss TV

New Theatre System May Affect Mass Orders Plan

Several of the leading circuit executives who have joined forces in an attempt to bring down the price of theatre television equipment through the placing of mass orders, met here yesterday to weigh the impact on their plans of the Swiss Eidophore system of theatre TV in whose development and exploitation 20th Century-Fox will share.

Charles Skouras, president of National Theatres, 20th-Fox subsidiary, explained to the meeting the nature of the Swiss system. He and Spyros P. Skouras, 20th-Fox president; William C. Michel, executive vice-president; Otto E. Koegel, chief counsel, and Earl I. Sponable, technical supervisor, were present at the final nego-

(*Continued on page 6*)

Schine Divestiture Behind Schedule

BUFFALO, Feb. 19.—The Schine circuit is having difficulty disposing of the minimum number of theatres required by its consent decree for the second year of its three-year divestiture program.

The decree directed Schine to divest itself of 39 theatres, one-third of them annually for three years. In the first year, ended last June, Schine disposed of 15 theatres, more than meeting its quota. Thus far in the second year, however, it has not been successful in disposing of any. If it has

(*Continued on page 8*)

Cleveland Exhibitors Standardize Ads

CLEVELAND, Feb. 19.—Members of the Cleveland Motion Picture Exhibitors Association, operating independent subsequent-run houses have adopted a standard newspaper theatre directory for the triple purpose of reducing advertising costs, making a better looking "directory," and making it easier for the public to locate in the

(*Continued on page 8*)

Gov't Sees No Immediate Anti-trust Problems in the Film Industry

Washington, Feb. 19.—Unless there is some snag in consent decree talks now under way with 20th Century-Fox and Loew's, the Justice Department sees no major anti-trust problem in the motion picture industry in the near future, a top Department official declared here today.

While he would not say so flatly, all indications were the Department has no investigations under way which might lead to any new film anti-trust cases.

The D. of J. official said the Department was receiving "a good number of complaints from exhibitors about competitive bidding, but was managing to get most of these settled amicably." He declared the Department's procedure was to get all of the facts and then refer the complaint to the film distributor involved for adjustment.

"It's a long educational process," this official declared, "but I think we're having some success."

Golden Says Exhibitors to Be Consulted on Raw Stock

WASHINGTON, Feb. 19.—Nathan D. Golden, head of the National Production Authority's film section, said here today that exhibitors will be consulted before NPA takes any action on the raw stock situation that might affect them.

One of the complaints voiced by the board of directors of Allied States Association at its meeting here last week was that so far all NPA conferences on raw stock have involved only distributors, producers and film manufacturers, with no exhibitor participation.

"There have been no exhibitors at any of the conferences so far because there's been no need for them," Golden said. "We haven't done anything affecting them. If we should plan anything that affects them, they'll be

(*Continued on page 10*)

B'way Grosses Hold Steady Pace; Lift Due from Holiday

Broadway's first-run theatres are looking forward to a pleasant boost at the box-office on Washington's Birthday, on Thursday, a holiday that should add to grosses that are holding up nicely despite an all-day rain last Saturday. Clear skies on Sunday brought good crowds and good business to the Times Square area.

Radio City Music Hall reports an excellent opening week for "Payment on Demand," with $128,000 estimated

(*Continued on page 10*)

Film Industry Silent At Tax Hearings

WASHINGTON, Feb. 19.—The deadline set by the House Ways and Means Committee for requests to testify on excise taxes is past, and no motion picture group has asked to be heard, as Secretary of the Treasury Snyder did not propose any increase in the excise taxes directly affecting the film industry.

James Reilly, of the League of New York Theatres, has been scheduled to

(*Continued on page 10*)

Allied Arbitration Move Hailed by TOA

The Allied States Association board's authorization of Abram F. Myers to enter into discussions with distributors on a possible industry arbitration system was greeted yesterday by Gael Sullivan, Theatre Owners of America executive director, as a "healthy sign" and a "statesmanlike gesture."

TOA and the distributors last fall held a meeting here at which it was agreed that such effort be made.

Sears Out as UA General Sales Manager

Remains with Company; Name Trustees Today

At his own request Gradwell L. Sears will step out as United Artists general sales manager, and at least until the end of this year when his contract will expire, will remain with the company "in an executive capacity."

Arthur B. Krim, who yesterday took quarters on UA's home office executive floor, communicated the change in Sears' status in telegrams sent to all branch managers, district managers and division managers in the U. S. and Canada.

"For reasons of health and because he had always expected to retire at the end of 1951," Krim's telegrams explained, "Grad Sears has asked that

(*Continued on page 10*)

NEWS FLASHES

Robert S. Benjamin, member of the Arthur Krim-Matthew Fox group which has acquired management control of United Artists, will have no official position with U. A., whether as an officer, director or voting trustee, it was learned here last night. His services to the company will be advisory only.

•

Acceptability of ELC's "Oliver Twist", as revised, for a PCA seal will be voted on tomorrow at a meeting of the MPAA board. Action had been postponed pending the attendance of Spyros P. Skouras and Barney Balaban, who were out of town.

For a new idea in advertising from Eagle Lion SEE PAGE 11

Industry Leaders At Gamble Tribute

Ted Gamble, president of Monarch Theatres, will be honored today at a luncheon in New York's Waldorf-Astoria Hotel for his services as last year's national chairman of the amusements division of the National Conference of Christians and Jews.

The luncheon will be given by the executive committee of the Amusements division. NCCJ president Dr. Everett R. Clinchy will make the formal presentation of a plaque.

J. Robert Rubin, general chairman of the amusements division will preside, while Charles M. Reagan, Gamble's successor, in this year's NCCJ "Brotherhood" drive, and Max E. Youngstein, chairman of advertising and publicity, for the drive, will deliver brief addresses.

Among those invited to attend the luncheon are: Barney Balaban, Nate J. Blumberg, Harry Brandt, Max A. Cohen, Jack Cohn, Ned E. Depinet, Si Fabian, Emil Friedlander, Leonard E. Goldenson, Will H. Hays, Harry M. Kalmine, Gen. John Reed Kilpatrick, Louis Nizer, Herman Robbins, Nicholas M. Schenck, Fred J. Schwartz, George Skouras, Spyros P. Skouras, Nate J. Spingold, Richard E. Walsh, Albert Warner, Herbert J. Yates, Irving Berlin, Leo Brecher, Samuel Rinzler, Emanuel Frisch, Russell Downing and Edward Lachman.

$12,000 for Kaye Film Gets Two More Dates

Samuel Goldwyn's reissue of "Up in Arms," his first Danny Kaye film, will gross an estimated $12,000 for its first week's run, in the first engagement of its national re-release through RKO, at the Variety and Embassy theatres in Miami, according to Mrs. Lillian Claughton, owner of both theatres.

"Up in Arms" will open on March 24 at the Phiel Theatre, St. Petersburg, Fla., with Goldwyn's Bette Davis film "The Little Foxes." The first Canadian engagement of the "Up in Arms" reissue will be on March 23 at Famous Players' Victoria and Egerton theatres on the same bill with "They Got Me Covered," Goldwyn reissue starring Bob Hope.

Delcambre Joins NSS in the South

DALLAS, Feb. 19.—Alfred Delcambre has joined National Screen Service as special sales representative, it was reported here by Paul Short, National Screen's divisional manager. Delcambre, former Southern football star, was a Hollywood actor and a sales representative for United Artists and Paramount, later joining David O. Selznick where he established the Southwestern district for SRO.

Gourfain Discloses Plans

Harry A. Gourfain has returned to New York from the Coast and plans three pictures, a number of TV films, and two musicals. These plans, it was announced, are predicated upon the establishment of a revolving fund of $500,000.

Personal Mention

WILLIAM C. MICHEL, 20th Century-Fox executive vice-president, and OTTO E. KOEGEL, chief counsel, are due to arrive here from Europe Thursday on the *S.S. Queen Mary.*

•

AL SHERMAN, general manager of the Georgetown Theatre, Washington, D. C., and public relations consultant, spoke before the speech and drama class of George Washington University on "The Problems of Art Cinema Management."

•

BRUNO WEINGARTEN, general manager of the Norwich-New London Drive-in, at Montville, Conn., has returned to Connecticut from a Miami Beach vacation.

•

FRANK MORIN, manager of the Warner Regal Theatre, Hartford, is observing his 22nd year with the Warner Circuit.

•

MORRIS ROSENTHAL, manager of Loew's Poli Theatre, New Haven, has entered New Haven Hospital for surgery.

•

NAT WOLF, Warner Ohio zone manager, and MRS. WOLF, have left Cleveland for Texas to visit their son at Fort Hood.

•

ROY ROWLAND, producer, has returned to the Coast from New York.

NOAH DIETRICH, RKO Pictures board chairman, who has been confined to his hotel here with influenza, plans to return to the Coast today.

•

EDWARD CODEL, television director for the Katz Agency, is scheduled to speak before the luncheon meeting of the National Television Film Council tomorrow at the Warwick Hotel here.

•

PAULA SELIGMAN, formerly with Paramount's story department, has another article appearing in the current issue of the *Writers' Journal.*

•

ARTHUR WALL, manager of the Grand Theatre, Frankfort, Ky., has returned to his desk following a Florida vacation.

•

HORACE GREELEY MCNAB, theatre press agent and talent representative, has joined Earl Peed Associates of New York.

•

CARD WALKER, of Walt Disney's studio advertising department, announces the birth of a daughter.

•

STEVE KELLER, office manager of Walt Disney's New York offices, announces the birth of a daughter.

•

ARTHUR DAVIS, publicist and foreign film distributor, will be married to HELENE BROCATO here on March 3.

W. Va. Proposes New Local Ticket Tax

CHARLESTON, W. Va., Feb. 19.—Maximum municipal amusement taxes in West Virginia would be set at three instead of four per cent under a bill proposed by the State Senate Finance Committee to aid municipalities in meeting revenue problems.

The Senate committee rejected four proposals to permit municipally-imposed taxes on amusements, among other things, and decided instead to give to all cities the powers now included in general law for those municipalities operating under home-rule charters. Such charters include maximum amusement taxes of three per cent.

Bill Would Bar Fee For Game Telecasts

DETROIT, Feb. 19.—University of Michigan's practice of allowing television pictures of its football games to be shown only in theatres where admission is charged is under fire in the Senate where a bill was introduced prohibiting any state-supported institution from televising events unless the pictures are made available to the public without charge.

The televised pictures were shown in the 4,000-seat Michigan theatre in Detroit last fall.

Lutheran Unit Chartered

ALBANY, N. Y., Feb. 19.—Lutheran Church Productions, Inc. has registered for a certificate to conduct a motion picture business in New York, for the production and distribution of films for public and private showing.

Phonevision Gets New Product Supply

CHICAGO, Feb. 19.—New film-fare for the Phonevision tests this week includes: "Big Town After Dark," Paramount, a 1947 release; "Texas," Columbia, 1941; "Lost Horizon," Columbia, 1937; "Caravan," Eagle-Lion, 1946; "The Westerner, "Goldwyn, 1940; "Embraceable You," Warner, 1948.

The Sunday Phonevision matinee has been moved back from two to three P.M.

Film Stars to Open Red Cross Drive

Spencer Tracy, Joan Bennett and Elizabeth Taylor will arrive in Washington late this week from Hollywood to open the national Red Cross drive on Feb. 25, on a special broadcast of M-G-M's "Father of the Bride" on the Theatre Guild of the Air program, over NBC.

The program, sponsored by U. S. Steel, will be without commercials and is being donated to the drive by stars, sponsor and network. The trio will travel by air, accompanied by Les Peterson, head of M-G-M's radio activities at the studio.

Iowa Measure Would License Drive-ins

DES MOINES, Feb. 19.—A bill to license drive-in theatres for a fee of $25 a year, and to require that the screen of a drive-in theatre be at least 200 feet from a highway and not visible from the highway, has been introduced by Rep. Brown, and others.

'Hoffman' Has Bijou Date—Or Does It?

Lopert Film Distributing Corp. announced yesterday that "Tales of Hoffman," the Michael Powell-Emeric Pressburger production which it is distributing here, has been given a "locked date" to open April 4 at the Bijou Theatre here.

Stanley Kramer Productions, whose "Cyrano de Bergerac" is the current Bijou tenant, immediately disputed that announcement. It was stated that George J. Schaefer, sales head for Kramer, conferred yesterday with Robert Dowling, head of City Investing Co., owner of the Bijou, and had insisted that "Cyrano's" exhibition contract with the Bijou be observed to the letter.

The contract, it was stated, specifies that no decision will be made as to the termination of the picture's run at the Bijou until after the 18th week, which will be about one month from now. At that time, it was claimed, the contract calls for a review of "Cyrano's" grossing strength, with the decision to hold it longer to be made solely on that basis.

A benefit American premiere of "Tales of Hoffman" is scheduled to be held at the Metropolitan Opera House here, under American Red Cross sponsorship, on April 1.

Aided 'Rival' Okla. Director, Cole Says

DALLAS, Feb. 19.—An exhibitor listed as a director of the Theatre Owners of Oklahoma, a Theatre Owners of America affiliate, came to Allied Theatre Owners of Texas for help in handling a complaint against a distribution company, H. A. Cole, president of Texas Allied, asserts in an "open letter" to Morris Loewenstein, president of the Oklahoma unit.

Cole's organization recently undertook an organizing effort in Oklahoma which prompted an "open letter" from Loewenstein. Cole's letter does not identify the Oklahoma TO "director," nor does it give any details concerning the complaint, which it says was handled through New York with immediate relief forthcoming.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
BETTE DAVIS
BARRY SULLIVAN
in
"Payment on Demand"
Distributed by RKO Radio Pictures
plus SPECTACULAR STAGE PRESENTATION

DICK POWELL
RHONDA FLEMING
in "Cry Danger"
PARAMOUNT TIMES SQUARE
IN PERSON
RUSS CASE AND HIS ORCHESTRA
EDDIE FISHER
The Five DeMARCO SISTERS
JAY LAWRENCE
Vic & Adio
Midnight Feature Nightly

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National Pre-Selling

A HUGE tieup with Matson Navigation Co. will promote 20th Century-Fox's "Bird of Paradise" in more than 100 cities from Coast to Coast. The steamship company, which sends luxury liners to Hawaii, where the picture was filmed, will offer display and poster material to its offices and travel agencies in all parts of the country. Over 1,000 agents have been informed of the tieup and have received promotional material with instructions to work closely with theatres on cooperative campaigns in local situations.

•

An unusual promotion kit, containing 716 pieces of material in 18 sections, has been tailored for the special use of roadshow engagements of Stanley Kramer's "Cyrano de Bergerac" and issued to advance agents and field men for the exploitation of the Jose Ferrer starring vehicle. The kits, with emphasis on focusing interest of educational and cultural groups, include film strips, feature stories, radio spots, TV trailers, publicity and advertising mats, posters and special material.

•

American Airlines has completed the distribution of the first 1,000,000 *full-color postcards plugging the M-G-M comedy, "Three Guys Named Mike," and has also distributed a similar number of booklets on the same subject. The Airlines campaign includes full-page, full-color ads in leading national magazines, display ads in more than* 200 *newspapers, and* 1,000 *window displays for airline and travel bureau tieups, all timed for local playdates.*

•

Unprecedented support from the Florists Telegraph Delivery Association will give 20th Century-Fox's "Bird of Paradise" free advertising in 225 key-city and small town newspapers from Coast to Coast. Large scale ads built around Debra Paget, who stars in the picture, will reach an estimated readership of 62,000,000 throughout the country, in addition to magazine ads in April issues of *Look, Redbook, McCall's* and *Parade.* At the local level, the FTDA's 8,500 retail florist will cooperate.

•

***McCall's* magazine announces an increase in its advertising rates, based on the fact that it is delivering a circulation of over 4,000,000 copies. A special rate is now quoted for *McCall's* and *Better Living* in combination. This is a "package" amounting to 5,400,000, said to be the largest guaranteed circulation available to women and homemakers.**

•

Seventeen *magazine is the highest ranking monthly in amusement lineage, according to the Lloyd Hall Editorial Analysis Bureau's* 1950 *report. With* 43,295 *lines of articles, features and stories of screen, theatre, radio and television,* Seventeen *was* 3,000 *lines ahead of its nearest competitor, and* 83,400 *lines over any publication in the women's service category, it was said. In addition to its motion picture reviews,* Seventeen *gives a "Picture of the Month" Award and regularly carries feature stories, interviews and picture layouts on movies, stage and entertainment media.*

Something New Is Added

EAGLE Lion Classics and *Motion Picture Daily* break new ground today with the publication of a streamlined pressbook, fully contained in this edition, for the first time in trade paper history.

The pressbook is on "Volcano," is in eight pages, and incorporates all of the essentials required by the exhibitor to plan his campaign. But what this innovation does, and what other pressbooks have not done, is this:

It gives the exhibitor unprecedented opportunity to study and to weigh in advance of playdate—and, in fact, in advance of his film buy—the selling tools which the distributor has evolved. Available to him are newspaper ads which set the thematic approach for appeal to the public, boiled-down stories for newspapers, and other channels of publicity, exploitation tie-ups and accessories. In short, all of the established pre-requisites of the oldline pressbook with this one pivotal difference: A concentration on the essential values presented concisely and definitively without the need to wade through limitless pages of material expanded beyond its worth or its practical application.

For some time now, many exhibitors have found many pressbooks, unwieldy, cumbersome and ineffective. The fresh approach conceived by Eagle Lion Classics is direct, concise, hard-hitting—and realistically designed to meet the customer's needs.

KANN

Columbia kicks off its national preselling campaign on "Valentino" with a full-page ad in the Feb. 27th issue of *Look* magazine. From then until a full-color page runs in the Easter Sunday issue of *American Weekly,* there will be national advertising in *Life, Modern Romance, True Confession, True Story, Screenland, Silver Screen, Seventeen, Movie Life, Movie Stars Parade, Modern Screen, Screen Stories, Movieland, Screen Guide, Motion Picture* and *Movie Story.* The film, which had its world premiere in San Francisco on Feb. 15, is scheduled for April release.

•

A national tieup in behalf of "The Mating Season," set for March release, has been completed by Paramount Pictures with the Groshire Clothing Co., manufacturers of men's clothing. The promotion will include half-page ads in *Esquire, Holiday, Time,* and the *New York Times Sunday Magazine.* Stores throughout the country will be supplied with blow-ups of the ads, which feature John Lund and Thelma Ritter. Groshire is also planning giveaway suits in special promotions at the point-of-sale.

•

Look Magazine's *annual motion picture awards will be presented on Bob Hope's radio show on Tuesday evening, Feb. 27. The Paramount comedian, currently co-starring with Hedy Lamarr in "My Favorite Spy," will "emcee" the affair. This will be the* 11*th consecutive year that awards have been presented on Bob's radio program.*

•

An unprecedented "merchandising tie-in" TV campaign making use of more than 20 fashions created for 20th Century-Fox's "Bird of Paradise" is netting a large number of free "plugs" for the Technicolor film. Fashion models are heralding both "Bird of Paradise" and the creations inspired by the film over scores of TV programs reaching an "interested" female audience of millions throughout the country.

United Artists' new picture, "Queen for a Day," is featured in a page-and-a-half picture story, "Twin Babies—One Movie Role," which appears in March McCall's—*on the newsstands Feb. 23.*

In a series of nine pictures the McCall's *article tells of the safeguards used to protect the health of babies and highlights the precautions which are taken. These include: maintenance of nursery for infant performers by the producer, physical examinations, work permits, etc. The article points out that babies can work only two hours a day—only* 30 *seconds before the camera at any one time.*

•

Heavy fan magazine advertising will herald the release of 20th Century-Fox's "Bird of Paradise" as an Easter attraction in approximately 500 theatres. More than 30,000,000 film fans from Coast to Coast will read advertising copy in the March issues of *Modern Screen, Screen Stories, Motion Picture, Movie Story, Movieland, Screen Guide, Movie Life, Movie Stars Parade, Photoplay, Screenland* and *Silver Screen.* Four-color, double-page spreads have been especially designed to appeal to readers of the screen publications. In addition, four-color pages will appear in the mass-circulated Sunday newspaper supplements, *This Week* and *Pictorial Review.*

•

Paramount has completed arrangements with the Marlboro Shirt Co. for a national tieup plugging Bob Hope's new comedy, "The Lemon Drop Kid" which is set for release in April. Coincident with the release, Marlboro will introduce a Bob Hope sport shirt, backed by a strong promotional campaign. This will include color posters, stills from the picture and special newspaper mats. The promotion will be kicked off with national advertising in large-circulation magazines.

—WALTER BROOKS

Senate Bill Seeks Expansion of Overseas Program

WASHINGTON, Feb. 19.—Senators Benton (D., Conn.) and Wiley (R., Wisc.) today introduced a resolution calling for an investigation by a Senate Foreign Relations sub-committee of ways of expanding and making more effective the State Department's overseas information program, which embraces motion pictures and other media.

Benton, in a long Senate speech, said that even the recent expansion in this program fell far short of what was needed. He suggested that it was a mistake to keep the "Voice of America" program in the State Department and that the government's propaganda activities aimed at overseas audiences should be carried on by an independent government agency or by a government corporation. Such an agency, Benton said, would be more attractive to top people from the radio, motion picture and other related industries, and they would be more likely to come in and work for the government.

Lipton Due Here on Product Promotions

David A. Lipton, Universal Pictures vice-president in charge of advertising-publicity, will arrive in New York from California tonight for conferences with home office executives.

While in New York, Lipton will set promotion campaigns on "Air Cadet," Bill Mauldin's "Up Front," "Ma and Pa Kettle Back on the Farm," "Francis Goes to the Races" and "The Prince Who Was a Thief."

Flaherty to Direct Cinerama Picture

Robert Flaherty, veteran director, has been signed by Thomas-Todd Productions to direct the first full-length feature to utilize the new Cinerama process. The film, as yet untitled, is scheduled for September release.

Michael Todd, stage producer, and Lowell Thomas, author and radio commentator, recently formed the producing unit which will pioneer with commercial Cinerama films.

Study TESMA Slate For Officers, Board

HOLLYWOOD, Feb. 19.—Nominations for officers and a board of directors of the Theatre Equipment and Supply Manufacturers Association are being considered by the nominating committee, Roy Boomer, secretary, reports. The election will be held by mail ballot.

Members of the nominating committee are: V. J. Nolan of National Carbon, chairman; L. E. Jones, Neumade Products; Thomas E. LaVezzi, LaVezzi Machine Works; J. F. O'Brien, RCA; E. J. Vallen, Vallen, Inc., and E. Wagner of Wagner Sign Service

New Variety Hospital

MINNEAPOLIS, Feb. 19.—The Heart Hospital Committee of the local Variety Tent has announced that the dedication of the heart hospital, located on the campus of the University of Minnesota, will take place on March 20.



DICK POWELL • RHONDA FLEMING

in

CRY

Booked As The
Washington's Birthday
Holiday Attraction
at Broadway's Big
PARAMOUNT
Theatre

LL'S ON THE PROWL!

Chasing a crook...
catching a dame
(or vice-versa)
He's the Best!



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RICHARD ERDMAN • WILLIAM CONRAD
REGIS TOOMEY • JEAN PORTER

Produced by SAM WIESENTHAL and W. R. FRANK
Directed by ROBERT PARRISH
Screenplay by WILLIAM BOWERS • From a Story by JEROME CADY

Distributed by
RKO RADIO PICTURES

BROTHERHOOD WEEK—Feb. 18-25
Believe It! Live It! Support It!

Swiss TV

(*Continued from page* 1)

tiations in Zurich recently which marked 20th-Fox's identification with the system.

The consensus of those who heard Charles Skouras yesterday appeared to be that it would take two or three weeks of contemplation and review of possibilities before any one of those present could venture to speculate on the extent to which the new development might influence the circuit executives' mass orders plan.

Calculations have pointed to the likelihood that 200 orders from exhibitors at one time would result in a reduction in the price of theatre TV units from $25,000 apiece to around $15,000. Pledges are said to have been made thus far for approximately 100 units, 71 of which would go to Fox West Coast Theatres, a National Theatres subsidiary.

It was pointed out following the meeting yesterday that the Swiss Institute of Technology will need from 18 months to two years for further development work on the new system before production could be put into "full swing."

With Federal Communications Commission hearings on theatre TV frequencies to start shortly, some of those connected with the mass orders plan now are wondering if circumstances will be such as to make advisable a waiting period of 18 months to two years.

Among those present at yesterday's meeting, which was held at United Paramount Theatres home office, were George Skouras, Ted R. Gamble, Frank C. Walker, Joseph Vogel, Fred J. Schwartz, Leonard H. Goldenson, Gael Sullivan, Robert O'Brien, Paul Raibourn, Nathan L. Halpern and Luther Gamble.

Nat'l Theatres Postpones Meeting; Discussion Will Swing Around TV

Los Angeles, Feb. 19.—Every division and department of National Theatres will be represented here at the opening of a three-day meeting of the circuit, the agenda of which is "dedicated to an analysis and round-table discussion of methods to stimulate business at the box-office." The sessions, to be held at the company's home office, will highlight the annual district managers and division presidents conference. The four-day meet will get under way next Monday.

Charles P. Skouras, president of National Theatres, and of its related Fox West Coast Theatres, will preside at the main confabs. He is expected to discuss the new Swiss direct-projection television development, known as the Ediphone, in which 20th Century-Fox has obtained an interest, and which was recently inspected by Skouras and 20th-Fox executives on a trip to Zurich, from New York.

Division executives of National Theatres on the roster of delegates attending the meetings will include Rick Ricketson, Denver; Elmer Rhoden, Kansas City; Frank Newman, Sr., Portland; Harold Fitzgerald, Milwaukee; David Idzal, Detroit; Harold Seidenberg, Philadelphia.

Executives from here will include H. C. Cox, NT treasurer; George Bowser, FWC general manager, and Dick Dickson, Southern California, FWC division manager; Spencer Leve, San Francisco.

Reviews

"Lightning Strikes Twice"

(*Warner Brothers*)

A MYSTERY-DRAMA with psychological trimmings, "Lightning Strikes Twice" offers many a puzzling moment for armchair sleuths. The story is styled along conventional lines and unfolds against shadowy backgrounds and moody atmosphere. Richard Todd heads the cast as a young man who retreats into surly silence after being acquitted of the murder of his wife. Others in the cast include Ruth Roman, Mercedes McCambridge and Zachary Scott. The screenplay by Lenore Coffee builds up in suspense but there are many incredulities that rob it of potential impact.

Miss Roman plays an attractive young actress bound for a vacation on a Texas ranch. The story takes her through a series of coincidents that get her involved in the aftermath of the murder. Riding in a borrowed car in a raging storm, she takes refuge in a nearby house where Todd happens to have sequestered himself. Miss Roman finds herself strangely attracted to him. The next morning she heads for the ranch where more melodramatic events seem to have taken place. Save for Miss McCambridge and her brother, the ranch is deserted. There is considerable chatter back and forth over the guilt or innocence of Todd. In time Miss Roman decides to marry Todd but then becomes the victim of her own fears and flees from him in terror. Determined to find out for herself whether he really killed his wife, Miss Roman does some probing which finally brings clarity. It comes to light that Miss McCambridge, who was in love with Todd, actually killed Todd's wife when she discovered her with another man. Meanwhile, Todd, thinking that his foster father committed the murder, tried to cover up by allowing the suspicion to fall upon himself. The acting is as competent as the cumbersome script allows. King Vidor directed and Henry Blanke produced. Running time, 91 minutes. Adult audience classification. Release date, Feb. 20.

Mandel Herbstman

"Navy Bound"

(*Monogram*) *Hollywood, Feb.* 19

TUCKED neatly into this smooth little tale about a sailor boxer is more story, interest and impact than anybody might expect in its 60-minute dimension. Although light insofar as marquee names are concerned—Tom Neal's and Regis Toomey's being the best known—the production is likely to give its audiences more down-to-earth satisfaction than many longer and so-called bigger attractions. Producer William F. Broidy, director Paul Landres and screenplaywright Sam Roeca have done a right spanking job with Talbert Joselyn's *Collier Magazine* story of the same title, this last circumstance of derivation furnishing an advertising angle that should not be overlooked by the practical showman.

The story opens with Neal, a sailor boxing for the fleet championship, which he wins, just before being mustered out, the latter against the wishes of his pals and commander. Going home, he finds his father, a fishing-boat operator, in financial straits, and his foster-brother endangering the parental "fortunes" by estranging fishing crews and shore associates. Numerous complications arising from this state of affairs, and from the indecision of Wendy Waldron as to which of the boys she wishes to marry, lead to a situation in which Neal unwillingly agrees to fight a professional boxer on a winner-take-all basis. He is losing the fight until his sailor pals arrive at the ringside, after which he wins the purse, puts the parental house in order, and rejoins the Navy. (It sounds corny, but it isn't handled that way). John Abbott, Murray Alper, Paul Bryar, and especially Ric Roman, give sturdy support.

Running time, 60 minutes. General audience classification. Release date, March 4.

"Fury of the Congo"

(*Columbia*)

SAM KATZMAN'S latest production in the series based on the comic strip figures, Jungle Jim, and starring Johnny Weissmuller, is tailored for the juvenile trade. Direction by William Berke keeps the action moving along familiar lines, with Carroll Young's story revolving around the activities of a narcotics ring seeking a source of supply in the jungle.

Weissmuller rescues a pilot following a crash landing. William Henry, the pilot, passes himself off as a police inspector assigned to find Joel Friedkin, a biochemistry professor, who has disappeared. Henry is actually the leader of the narcotics ring that has captured the professor and is forcing him to make a drug from a gland excretion of the Okongo, an animal sacred to a tribe that has been enslaved by the gang. Weissmuller, after a series of narrow escapes from both the gang and a fantastically large desert spider, manages to capture the gang. Others in the cast are Sherry Moreland, Lyle Talbot, George Eldredge, Rusty Wescoatt, Paul Marion and Blanca Vischer.

Running time, 69 minutes. General audience classification. For April release.

'Cyrano' in Portland

First Northwest opening of Stanley Kramer's "Cyrano de Bergerac" has been set for Portland, Ore., where the Jose Ferrer starrer for United Artists release will begin a roadshow run on Thursday. Sam Nathanson, Kramer advance man, is in Portland handling the advance campaign for the opening.

'14 Hours' Opens March 5

"Fourteen Hours," 20th Century-Fox production starring Paul Douglas, Richard Basehart, Barbara Bel Geddes and Debra Paget, will have an invitational world premiere on Monday evening, March 5, at New York's Astor Theatre. It follows the run of U-I's "Harvey."

Music Fees Apply To Stage Shows

Ottawa, Feb. 19.—The Canadian Copyright Appeal Board has approved a demand from the Composers, Authors and Publishers Association of Canada for permission to collect music fees from motion picture theatres which present stage shows unaccompanied by motion pictures. Theatre companies objected to the proposed fee at public hearings held here.

At the same time, the Copyright Board refused to fix a music fee for television stations in Canada until they start actual operations.

Name Goldenson to Head JDA Unit

Leonard H. Goldenson, president of United Paramount Theatres, was named chairman of the motion picture exhibitors committee of the amusements division of the Joint Defense Appeal, Herman Robbins, division chairman, announced here yesterday.

Goldenson will mobilize support among all theatre executives for the JDA drive, which is seeking half of its national goal of $6,000,000 in the Mertopolitan New York area, making it the largest campaign of its kind ever held in this city.

Meanwhile, Robbins has appointed four more industry executives to key posts in the division. They are Saul Trauner, branch manager of Columbia Pictures, who will head the exchange committee; Edward Seider, Prudential Film Delivery executive, named chairman of the film delivery committee; Allen G. Smith, branch manager of National Theatre Supply, chairman of the supply dealers committee, and William H. German, president of J. E. Brulatour, Inc., chairman of the laboratory committee.

Walsh, Back in N. Y., Readies Meet Report

Richard F. Walsh, IATSE international president, has returned to New York from Tucson and Hollywood where he engaged in, respectively, a meeting of the "IA" board and conferences with Coast labor leaders.

Announcement of business transacted and decisions reached by the board is being withheld pending formal notice to the membership.

Legion Reviews Nine; Two Are in Class "C"

Nine additional films have been reviewed by the National Legion of Decency, of which "Manon," (French) Discina International Films, and "No Orchids for Miss Blandish," Alliance Films, were rated Class C.

"Payment on Demand," RKO, was listed in Class "B" and the others in Class "A." Under section one, Class "A" are "Gene Autry and the Mounties," Columbia, and "Ma and Pa Kettle Back on the Farm," Universal-International. In Class "A," section two, are: "Another Shore," (British), Pentagon Pictures; "Only the Valiant," Warner; "Royal Wedding," M-G-M, and "Three Guys Named Mike," M-G-M.



People everywhere go trooping off to their local theater when the latest COMPANION-approved movie comes to town. It happens again and again—and that's why the movie-makers have invested more money in the COMPANION during the past five years than in any other monthly magazine*.

**Except of course the fan magazines!*

Currently advertised in the COMPANION:
"*Royal Family*"—METRO-GOLDWYN-MAYER
"*Teresa*"—METRO-GOLDWYN-MAYER
"*September Affair*"—PARAMOUNT PICTURES CORP.
"*Vengeance Valley*"—METRO-GOLDWYN-MAYER
"*Harvey*"—UNIVERSAL-INTERNATIONAL

Woman's Home COMPANION
AVERAGE CIRCULATION: MORE THAN 4,000,000

THE CROWELL-COLLIER PUBLISHING COMPANY, 640 FIFTH AVENUE, NEW YORK 19, N.Y.

Rembusch Sees No Phonevision Threat

PHILADELPHIA, Feb. 19.—Subscription television does not pose a threat to the exhibitor "provided production and distribution don't start chasing the gold at the end of the Zenith and Skiatron rainbow," Trueman T. Rembusch, president of National Allied, told the 13th annual meeting of Eastern Pennsylvania Allied today. Rembusch also revealed that the national organization was working on a plan to obtain present commercial video channels exclusively for general theatre TV use.

National Allied board chairman and general counsel Abram F. Myers while admitting that television has made "terrific inroads" in areas of high TV saturation, said that latest surveys indicated "waning interests" in the new medium, and that film business will be "on the upgrade" in the next few years.

Based on the Chicago tests of Phonevision, said Rembusch, any widespread use of such a system would be largely by organizations such as the American Legion, Elks, etc., with groups of 25 to 100 viewing the dollar film at anywhere from five to one-fifth of a cent per head. "Let production and distribution contemplate recovering their costs at admissions of one-fifth of a cent and I am sure their ardor for an outlet other than regular theatres would cool off rapidly," he added.

Discounts Distributors Views

Discounting distributors' contention that they could not legally refuse the films to Phonevision, Rembusch said that no distributor, acting singly, is forced by law to sell his product to any source where such sale would jeopardize his company's profits.

TV viewing "dissipates those pictures for the legitimate theatre operator whether those films be old or new," he declared. Promising that exhibitors will protest to those distributors who have and are furnishing films to Phonevision, "thus invading the exhibitors franchise rights to professional motion pictures, rights acquired by an investment in theatre brick and mortar."

Myers declared a definite improvement in product as a result of divorcement and TV competition, the waning interest in TV, more entertainment money brought about by high employment, installment buying curbs and a great revival of showmanship, the most marked in 20 years. They are all factors which will insure a mounting box office in the next few years, he said.

Samuelson Chairs

Under the chairmanship of general manager Sidney E. Samuelson, the Eastern Pennsylvania unit condemned M-G-M and 20th Century-Fox allocations of films, as well as Paramount's terms on "Samson and Delilah," allegedly 50 per cent for its general release next month.

Elected to the board of governors for a three-year term were Ben Fertel, Milton Rogasner, Morris Wax, Jack H. Greenberg and Larry Woodin.

Alternate governors named to a one-year term were Alfred J. Davis, Max M. Korr, Thomas Lazarick, David S. Moliver, Mark Rubinsky, Leaster J. Stallman and Thomas P. Thomas.

Maco Nearly Clear on Consent Decree Demands

MINNEAPOLIS, Feb. 19.—Further progress in fulfilling the local consent decree demands of the Department of Justice in the Paramount New York anti-trust action is reported by Minnesota Amusement Co., Paramount affiliate in this area. Sale of the lease and equipment of the Towne Theatre at Mankato, Minn., by Maco, clears the Paramount subsidiary with the government in all but three situations in the territory, under terms of the consent decree agreement.

The remaining situations to be cleared with the Department are at La Crosse and Eau Claire, Wis., and at Minot, N. D. At La Crosse, Maco has a partnership deal with the Welworth (E. R. Ruben) circuit, but has still another year in which to complete a split-up of the Hollywood and Fifth Avenue theatres. Negotiations have been under way between Ruben and Maco president Harry B. French in an effort to reach an agreement on the split-up but French has referred to progress in the settlement as "academic."

Maco asked for bids on the O'Klare, Eau Claire, in December, 1949, but has rejected all offers as being too low. Final disposition may be made by the courts which can rule if an offer must be accepted or if the circuit may not be required to meet the divorce terms of the decree in lieu of a fair offer.

Bidders for the Towne, Mankato, is a newly-formed corporation of local business men, headed by A. R. Pfau, president; Brett Taylor, vice president, and Don Steiner, secretary-treasurer. Taylor is head of the Brett department store, and Steiner is a Mankato attorney. Purchase price of the Towne was reported to be approximately $125,000. The Towne is a new structure. The new owners will assume possession on March 1, operating as a first-run house. Maco retains the State at Mankato as its "A" stand, and the Grand for "B" pictures.

Arnold Pressburger Dies in Hamburg

Arnold Pressburger, 65, producer in Hollywood and Europe for 41 years, died in Hamburg, Germany, last Saturday of a stroke, it was disclosed here yesterday.

Pressburger participated in the production of more than 200 films. Born in Austria, he formed several companies in Europe. He produced the first large-scale British sound film, "City of Song," in 1930. Pressburger founded the British-Cine Alliance in 1934. In 1941 he formed Arnold Productions, Inc., for United Artists release. He became an American citizen in 1942. Surviving are a son, Fred, now en route to New York, and a daughter, Nelly Brash, who lives in Los Angeles.

Services Tomorrow For John Good, 33

BROOKLINE, Mass., Feb. 19.—Funeral services for John P. Good, 33, former sales manager for Paramount Pictures in Buffalo, will be held in Boston on Wednesday at the Cathedral of the Holy Cross. Interment will be at St. Joseph's Cemetery in West Roxbury.

Good was stricken with polio in Buffalo in Aug., 1949. Surviving are the widow, the parents, Dr. and Mrs. Frederick L. Good, a son and a brother.

Variety Hears Clark

WASHINGTON, Feb. 19.—Over 200 industry and government officials attended the local Variety Club's "Brotherhood-Valentine" luncheon at the National Press Club here today. Guest speaker was U. S. Supreme Court Justice Tom Clark.

To Vote for Union

Election of a collective bargaining unit to cover the 700 officeworkers at CBS here will be held March 7. Qualified for the ballot are the CIO Newspaper Guild of New York and the Radio Guild, Local No. 50, District 65 of the independent Distributive, Processing and Office Workers.

Schine

(*Continued from page* 1)

not succeeded in divesting a minimum of 11 theatres by next June, it will have to put the situation before the Federal Court here and request an extension of time.

Circulars listing the 24 theatres remaining to be divested, and prices, which were sent out recently by Schine to exhibitors and brokers who had expressed interest in the properties, are interpreted as being evidence of the circuit's good faith in endeavoring to meet the terms of its decree. Distribution of the circulars, observers feel, should stand Schine in good stead with the court in the event it has to apply next June for an extension of time for its second year divestiture schedule. The generally depressed market for theatres during the year past is cited as the principal reason for Schine's inability to meet its divestiture schedule to date.

Says Hughes Silent On Court Ruling

Howard Hughes has not yet indicated his attitude toward the New York Statutory Court's proposed ruling that he be given two years to sell his 24 per cent holding of RKO Theatres stock, Thomas Slack, Hughes' attorney, said here yesterday.

Slack, who left last night for Washington, said that he had relayed the court's offer to Hughes but had received no instructions for or against acceptance of the order. The court had postponed making a final ruling until Slack could confer with Hughes. Slack said he will be back from Washington in time to appear at the next hearing tomorrow.

Fla. Realtor Names Brandt in Pact Suit

A $400,000 breach-of-contract action brought against Harry Brandt by Lujacks, Inc., a Coral Gables, Fla., real estate concern, was transferred yesterday from New York Supreme Court to U. S. District Court here at the request of Brandt's counsel.

Plaintiff alleges Brandt failed to fulfill an agreement to acquire property in Coral Gables for the erection of a theatre.

5 Films Nominated For 'Globe' Award

HOLLYWOOD, Feb. 19.—"All About Eve," "Born Yesterday," "Cyrano de Bergerac," "Harvey" and "Sunset Boulevard" have been nominated for the "Golden Globe Award" for the "best Hollywood-produced picture" to be announced by the Hollywood Foreign Correspondents Association at its Golden Globe Awards Dinner on Feb. 28, at Ciro's.

Other "best" nominations include: Dramatic actor, Louis Calhern, for "Magnificent Yankee"; Jose Ferrer, "Cyrano"; James Stewart, "Harvey." Dramatic actress, Bette Davis, for "All About Eve"; Judy Holliday, "Born Yesterday"; Gloria Swanson, "Sunset Boulevard." Actor (musical comedy), Fred Astaire, for "Three Little Words"; Dan Dailey, "When Willie Comes Marching Home"; Harold Lloyd, "Mad Wednesday." Actress (musical comedy), Spring Byington for "Louisa"; Miss Holliday, "Born Yesterday"; Betty Hutton, "Annie Get Your Gun." Supporting actor, Edmund Gwenn, for "Mr. 880"; George Sanders, "All About Eve"; Eric Von Stroheim, "Sunset Boulevard." Supporting actress, Miss Holliday, for "Adam's Rib"; Josephine Hull, "Harvey"; Thelma Ritter, "All About Eve." Most promising newcomer, Gene Nelson, Mala Powers, Debbie Reynolds.

Also, best screenplay, "All About Eve," "Asphalt Jungle," "Sunset Boulevard." Color Photography, "Broken Arrow," "King Solomon's Mines," "Samson and Delilah." Black-and-white photography, "Asphalt Jungle," "Cyrano," "Sunset Boulevard." Best director, George Cukor, John Huston, Joseph L. Mankiewicz, Billy Wilder. Musical score, "A Life of Her Own," "Destination Moon," "Sunset Boulevard." Productions promoting international understanding, "Broken Arrow," "The Big Lift," "The Next Voice You Hear."

26 Films Shooting On Coast; 2 Start

HOLLYWOOD, Feb. 19.—The feature production index continues in a downward direction, for a total of 26 pictures in work; two new ones were started while nine were completed.

Started were: "Little Big Horn" and "Kentucky Jubilee," Lippert Productions. Completed were: "China Corsair" and "The Secret," Columbia; "The Tall Target" (formerly "The Man on the Train") and "The Strip," M-G-M; "Nevada Badman," Monogram; "Submarine Command," Paramount; "On the Loose" (Filmakers), RKO Radio; "The Real McCoy" and "Iron Man," Universal-International.

March of Time in New Series Bows

March of Time yesterday held a press reception and preview of the first of its new series, "March of Time Through the Years." Previous March of Time films are discussed in the new series in the light of today's news, with guest authorities narrating.

Screened yesterday were "Newsfronts of War—1940," which will be televised at 10 P.M. Feb. 23, over WJZ-TV and other ABC stations, and "When Air Raids Strike."

Cleveland

(*Continued from page* 1)

directory the theatres in which they are interested.

Meanwhile, theatre ad rates in Cleveland's three newspapers will take an eight and one-half per cent hike in April. The *Press* and *News* go up three cents a line for all types of houses, while *The Plain Dealer* raises the Sunday rate, effective April 15.

fame and fortune . . .

In each field there is one product
that is recognized as the most distinguished
in its sphere—the accepted peer among
all others of its kind.

The single word that expresses the utmost
in fine jewelry is *TIFFANY*.
In automobiles it is *CADILLAC*.
Among publications for industry and
business it is *FORTUNE*.

And among annual trade publications for
the fields of motion pictures,
radio and television it is *FAME*.

There is an indefinable, but nevertheless
definite, *extra* measure of benefit—
a greater prestige value derived by the many
who make appropriate use of the pages
of *FAME*. It represents a rewarding
opportunity—an investment that pays
well and soundly!

Now in Preparation

Sears-UA

(*Continued from page* 1)

we name a new sales head at this time. I am pleased to announce that Grad will remain with us in an executive capacity. I hope to be able to advise you within the next two weeks who the new sales head will be."

Negotiations are expected to open shortly between Krim and William J. Heineman with a view to having the latter head up UA distribution. Heineman, who has not renewed his contract as Eagle Lion Classics distribution vice-president, will leave that company March 2. It is expected he would be succeeded at ELC by Bernard Kranze, assistant general sales manager.

Management control of UA passed yesterday morning to Krim, Robert Benjamin and Matthew Fox, following the weekend resignations of Paul V. McNutt and Frank L. McNamee as board chairman and president, respectively. Krim, joined by his two associates, conducted a meeting of home office department heads, including Sears, C. J. (Pat) Scollard, Al Tamarin and Al Lowe. Earlier in the day Scollard guided Krim, who is scheduled to be UA's new president, on a tour of headquarters offices.

In his telegrams to the sales managers in the field, Krim stated: "I want to greet you and through you all the members of your exchange on this my first day at United Artists. I am happy to become a part of the great tradition of UA and with your help to look forward to a renewal of its vigor and importance in the industry.

"You have all been through a trying period of uncertainty," Krim continued. "Happily for all of us this uncertainty is over. However, a very formidable task remains. We will start immediately to create a strong, steady flow of important new product which is the lifeblood of our company. It is our objective to merit, once again, by careful planning and selectivity, the confidence of exhibitors that each of our pictures will represent the best that the finest creative talents in the world have to offer. This cannot be done overnight."

Meet With Producers

During the next several days, Krim, Benjamin and Fox are expected to confer with a number of regular UA producers who now are in New York. These include I. G. Goldsmith, S. P. Eagle and W. Lee Wilder. Due to arrive here next Friday from the Coast, via Philadelphia where his "Sound of Fury" will open this week, is producer Robert Stillman, who also will meet with the new UA management group. Harry M. Popkin, another UA producer, who returned to the Coast by train at the weekend without settling the question of bookings for his "The Second Woman," will return here in about two weeks for further talks with Krim. The previous UA management had agreed to pull some 44 bookings for the picture pending Popkin-Krim conferences on the company's capacity to market the film as the producer would like to see it marketed.

United Artists now "must be protected for the benefit of those in the industry to whom it is so essential," Krim stated in his message to the sales managers. "To this end the next six months are crucial. Now is the time for you and our exhibitor friends to rally to a common cause, no longer in an atmosphere of uncertainty but with the sure knowledge that we are rebuilding for the future. This is the time for special energy and enthusiasm and with new purpose to build up our revenues out of what we now have going through the mill. I know I can count on you and your staff to do your part."

Max Kravetz, still secretary of UA until an organizing meeting is held by the new operating group and officers are elected, reported for work as usual yesterday. He claims he still holds an option on 8,000 shares of UA stock and has not and will not relinquish it. Trade reaction is that Kravetz, therefore, can exercise his option for $5,400,000, the option price, any time up to June, 1952, without getting either stock or management control.

Management control is part of the contract issued to Krim, Benjamin and Fox. There are 12,000 shares of UA stock in addition to that Kravetz claims to be involved in his option.

Indications are that everything will be in readiness some time today for the election of voting trustees, first step in squaring away UA's new management. Krim and Fox and, perhaps, Seymour Peyser of the law firm of Phillips, Nizer, Benjamin & Krim, will be named by the new management group as its voting trustees. Loyd Wright probably will be named by Chaplin but Miss Pickford's nominee, she and Chaplin are entitled to name one each, is unknown.

The voting trustees will elect a new board of directors, the first UA has had since last July, and new officers will then be elected by the board.

Sears is privileged to remain with the company for the full term of his contract, nearly 11 years in all, if he elects to do so. The first part of his contract, calling for a salary of $2,000 per week plus $500 expenses, expires at the end of this year. A second part calls for payments of $35,000 annually for the next 10 years, whether he remains active or not.

Settlement of his status was described as completely amicable. It is assumed he will be an officer of the company, in line with his contract requirements, but that his future service actually will be advisory in the main.

Seymour Miller Is Named U.A. Manager

Seymour Miller has been named branch manager of United Artists' St. John's, New Brunswick, exchange under Charles S. Chaplin, Canadian division manager, it was reported here yesterday by Nat Nathanson, Eastern-Canadian sales manager for UA.

Miller, who joined United Artists in 1943 as a booker in Toronto, was transferred that same year to the St. John's branch, moving up to salesman.

Norway Names Sherman

WASHINGTON, Feb. 19.—Al Sherman, film publicity consultant, has been appointed official film representative and distributor in the United States for all Norwegian government motion pictures. Sherman, who was decorated by King Haakon of Norway with the Medal of St. Olav for services rendered during World War II as publicity and film consultant to the Royal Norwegian Embassy, has established offices here to handle Norway's film distribution.

Weigh Fewer Prints To Save Raw Stock

A plan to conserve raw-stock by reducing the number of prints without impairing service to exhibitors is being studied by 20th Century-Fox distribution executives here.

By a rearrangement of schedules, the number of prints for each file, now averaging about 400, can be cut to 350 under the plan, it is understood, without any material change in the availability of pictures.

Golden Says

(*Continued from page* 1)

consulted at the proper time."

Golden said if distributors could cut the number of prints of any picture in circulation without hurting exhibitors, "that's all to the good."

The NPA chief returned over the weekend from the West Coast, where he discussed conservation with production officials. He said that "everyone out there was pretty pleased with the situation when I left. They are not at all concerned."

The tour of film exchanges now being made by John McCullough, head of the Motion Picture of America's film conservation department, will be a great help in saving raw stock, Golden predicted.

Raw Stock Shipments Abroad To Require Gov't Licenses

WASHINGTON, Feb. 19.—Raw stock shipments to countries outside the Western hemisphere will need government licenses, effective today.

The Commerce Department's office of international trade put "unexposed, sensitized negative film" of all sizes on the list, requiring export licenses for shipment to most foreign points. The license requirement does not apply to Western hemisphere destinations nor to shipments valued at less than $25.

Tax Hearings

(*Continued from page* 1)

testify on "Admissions to Radio Broadcasts and TV Shows." No one here knows exactly what his point is, but it is surmised that he will urge that a ticket tax be levied on such admissions.

Spokesman for the National Association of Broadcasters and the Radio and Television Manufacturers Association have been scheduled to testify in opposition to the Treasury's proposal to boost the excise tax on radio and television sets from 10 per cent to 25 per cent.

Glenn A. Wallichs of Capitol Records has also been scheduled to represent record makers in opposition to a similar tax increase on their product.

James Reilly yesterday confirmed that he had applied to be heard at House tax hearings in Washington, but said he had not yet been notified of the date he will appear. He declined to comment on his proposals.

Guernsey Moves Up

Otis L. Guernsey, Jr., film critic of the New York *Herald Tribune,* has been made first reviewer, following the resignation of Howard Barnes, film and drama critic.

N.Y. Grosses

(*Continued from page* 1)

for the first seven days, not including the holiday coming up. Russell Markert's "Smart Set" revue is on the stage.

Another house, the Criterion, is changing bills ahead of schedule to have a new film on the screen for the holiday. "Frenchie" is expected to draw about $8,000 for a final five days in a two-week stand, with "Under the Gun" coming in Thursday.

"Born Yesterday" is still doing fine business at the Victoria, with $25,000 due for a ninth week. At the Astor, "Harvey" is holding up with $10,000 estimated for its ninth week. "Cyrano de Bergerac" is off slightly at the Bijou, but its expected $9,000 for a 15th week is more than satisfactory for a two-a-day policy.

While a number of houses are bringing in new shows for the holiday, the Roxy is holding "Call Me Mister" and Danny Kaye on stage for an extra two days, with "U.S.S. Teakettle" bowing in on Friday. "Mister" is expected to pull $107,000 for its final nine days, a figure that concludes one of the theatre's recent best three-week runs. The Ritz Brothers will head the new stage bill.

Another successful four-week run will end tonight, at the Paramount, where "At War With the Army" is winding up with a substantial $53,000; "Cry Danger" will open there tomorrow, with Russ Case's band on stage. "Operation Pacific" is having a mild third week at the Strand, with about $24,000 estimated for the period. Denise Darcel tops the stage show.

"Vengeance Valley" got off to a rather disappointing start at the Capitol, with about $46,000 due for its first week, which ends on the eve of the holiday. Blue Barron's orchestra heads the stage entertainment.

Good Weekend at State

"Tomahawk," which started Saturday, at Loew's State, had a good weekend and is expected to gross, with the holiday take, a healthy $30,000. "Sugarfoot" is being pulled after two days short of two weeks at the Globe to make way on Thursday for "No Orchids for Miss Blandish." "Sugarfoot" is expected to gross about $7,000 in its final five days.

The Park Avenue, Walter Reade's off-Broadway showcase, is having its best first week under Reade management, with "Of Men and Music" steadily building to an estimated $14,500 for an initial week. This does not include Thursday's holiday. Also off-Broadway, "Trio" is grossing a steady $6,000 for its 20th week, at the Sutton.

"The Second Woman" will conclude a three-week run tonight at the Rivoli, with a quiet $10,000 estimated for the final period," "The 13th Letter" will open there tomorrow.

The Mayfair has been doing good business with a pair of re-issues, "The Last Gangster" and "The Big Store," with about $8,000 due for a final five-day period of a four-week run; two other re-issues. "Dodge City" and "Virginia City," will open there on Thursday.

Theatre Cuts Prices

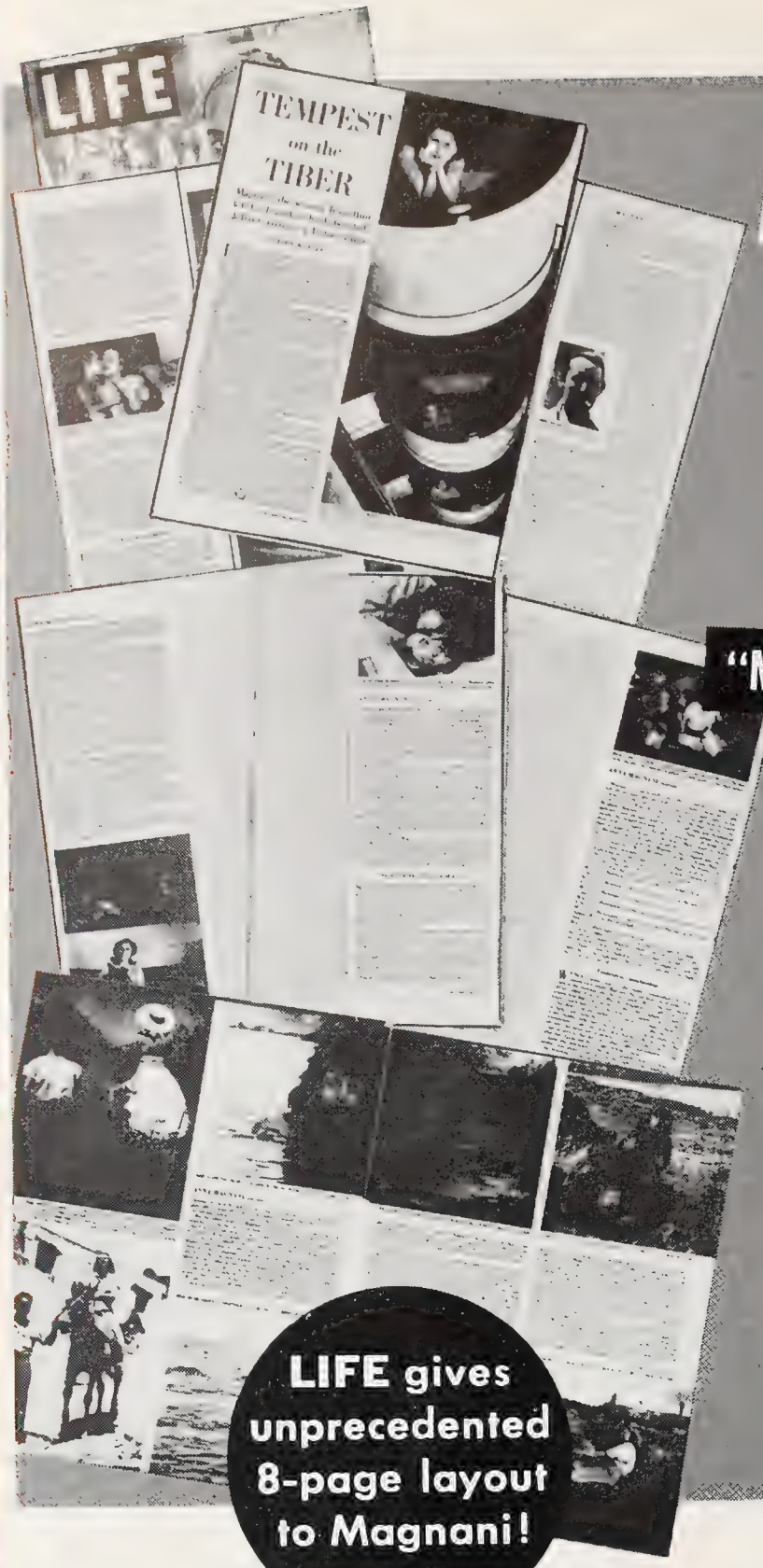
HARTFORD, Feb. 19.—Loew's Poli Bijou, New Haven, has launched a new policy of reduced prices, with matinee seats set at 35 cents, and evening seats at 50 cents.



ON THESE following pages, Eagle Lion inaugurates a NEW idea in motion picture advertising. For certain forthcoming major releases the entire Eagle Lion Press Book will be presented to the industry in this form.

Additional copies of this Press Book are available in the usual manner from your local National Screen Exchange.

Released through EAGLE LION



ANNA MAGNANI

THE SENSATION OF "OPEN CITY"...

"Most impressive actress since Garbo."—LIFE

IN HER FIRST ALL-ENGLISH DRAMA...

"VOLCANO"

LIFE gives unprecedented 8-page layout to Magnani!

AND HERE'S HOW TO EXPLOIT MAGNANI LOCALLY...

"Anna Magnani in her first all-English drama"—that's a highly exploitable combination which should be socked across locally with stunts like these:

The eight-page LIFE layout on Magnani would make an excellent advance 40x60 for out front. Still of this layout is available as Still VOL.—Exp. 1. Copy can be as illustrated above.

* * *

Art used on the Press Book cover can be used for over-marquee display with colored light simulating fires bursting from the volcano.

* * *

Don't forget to highlight in all your displays the fact that "Volcano" is "Magnani's first all-English drama."

An additional lobby attention-getter can use headline reading "Is Magnani the New Queen of the Screen?" This display can be illustrated with stills of Garbo and Bergman plus "Volcano" stills VOL.—3, 6, 21, 30, 31.

* * *

In addition to your Magnani exploitation, interest can be called to some of the exciting sequences in "Volcano" by using a *see board* including the highlight scenes from the ads.

* * *

A FREE radio spot platter is available on "Volcano" which includes nine spots—three 1-minute, three 30-second and three 15-second announcements. Order this FREE platter from Exploitation Manager, Eagle Lion Classics, 165 W. 46th St., New York 19, N. Y.

VOLCANO PUBLICITY

Realistic Movie 'Volcano' Magnani's First in English

Filmed with uncompromising realism, "Volcano," first all-English drama starring the world-famous actress Anna Magnani makes its local debut next ..... at the ..... Theatre.

"Volcano," has the additional distinction of being produced and directed by William Dieterle who directed such great hits as the Academy Award-winning "Life of Emile Zola," "Louis Pasteur," "Love Letters," "I'll Be Seeing You" and "Portrait of Jennie."

Despite the fact that she has been seen in the United States in only a few films including "Open City" and "Angelina," Magnani has become one of the world's best-known actresses. Fiery, temperamental and deep-voiced, Magnani is an actress in the grand tradition. She is a performer whose off-screen life is as fascinating as any role she has portrayed.

Discipline by Dieterle

"Volcano" gives Magnani a chance to let out all the stops under the discipline that only a director as famous in his own right as Dieterle can enforce on so tempestuous a personality.

She portrays a fallen woman forced to leave Naples by the police. Magnani returns to Volcano, craggy island of her birth, in search of a new life. Barred from all jobs because of her past, she becomes involved in a love triangle with her sister, played by Hollywood actress Geraldine Brooks and an unscrupulous diver portryed by Rossano Brazzi, recently seen as the Professor in MGM's "Little Women."

Among the other well known actors in "Volcano" is Eduardo Ciannelli, veteran of hundreds of Hollywood films, including "Marked Women," "Gunga Din," and, most recently "Prince of Foxes." Also cast as the little brother of Magnani and Geraldine Brooks is Enzo Staiola, famous as the youthful hero of "The Bicycle Thief."



Mat 2B Still VOL.-8

Anna Magnani and Geraldine Brooks in a scene from "Volcano," Magnani's first all-English drama opening.....at the..... Theatre. Rossano Brazzi is also co-starred in "Volcano."

Dieterle Makes Trip From U.S. to Italy To Direct 'Volcano'

The recent upsurge of interest in shooting films in Italy has seen many leading American stars cross the ocean to make pictures there, but William Dieterle is one of the first outstanding directors to make the trek from Hollywood.

Dieterle crossed the ocean to make "Volcano," Anna Magnani's first all-English drama, which tells the story of a strange love triangle set on the rocky island of Vulcano. The picture opens..... at the.....Theatre.

The accolade "outstanding director" certainly fits Dieterle for few meggers can match his list of credits.

Academy Award History

Among the early Dieterle successes were "The Last Flight," "Madam DuBarry" and "Midsummer Night's Dream." He followed this with "The Story of Louis Pasteur" for which Paul Muni won an Academy Award and "The Life of Emile Zola."

Dieterle is widely known as a strict disciplinarian on the set and movie insiders prophesied freely that the eruptions on the set when he tangled with iron-willed Anna Magnani would resemble the eruptions of the volcano for which the film is titled.

Despite these dire predictions, Dieterle soon asserted his mastery and the rest of the cast of "Volcano" including Eduardo Cianelli, Rossano Brazzi, recently seen as the Professor in MGM's "Little Women," Geraldine Brooks and Enzo Staiola, young star of "The Bicycle Thief" were amazed by the calm that prevailed.

Kiss for Screen Scares Magnani

"I can't! I've never kissed a man on the screen and I'd be embarrassed!"

This speech from Anna Magnani almost shattered the imperturble calm of William Dieterle who directed the internationally famed actress in her first English language drama, "Volcano," which opens .....at the..... Theatre.

Magnani, believer in "down-to-earth realism—Magnani, tempestuous fury off the screen and on the set — Magnani, embarrassed"! The Italian members of the crew were doubly stunned.

It took hours for Dieterle with the help of Rossano Brazzi, recently seen as the professor in MGM's "Little Women," who co-stars with Magnani, to get the actress to make the scene.

After it was over she went and hid in a corner mumbling "They're all going to laugh when they see me kissing on the screen."



Mat 1A Still VOL.-3

Anna Magnani and Rossano Brazzi in a scene from "Volcano," her first all-English drama opening.....at the.....Theatre.

New Film Queen Not Glamor Girl

It is odd that Anna Magnani whom many critics pick to inherit the mantle of Garbo and Bergman as queen of the screen is not a raving beauty.

She hardly ever combs her hair, wears plain black dresses and has rather large teeth.

But as audiences can see in Magnani's first English language drama "Volcano," which opens .....at the.....Theatre, she is literally explosive as an actress.

Like the volcano which gives the film its title, Magnani is always either erupting or on the point of it. She has, according to the enraptured critics, an ability to transmit an illusion of femininity and sensualism which can almost be felt physically.

Child Film Actor Prefers Soccer

Enzo Staiola, sensation of the international hit "The Bicycle Thief" will soon be seen again by American audiences as a featured player in "Volcano," Anna Magnani's first English language drama which opens.....at the ..... Theatre.

In "Volcano," Staiola portrays the younger brother of Anna Magnani and Geraldine Brooks who play sisters living on the rocky island of Vulcano for which the picture is titled.

Staiola is completely unspoiled by his success and his only ambition is to grow up to be a great soccer player.

VOLCANO

THE CREDITS

Anna Magnani in "Volcano," with Geraldine Brooks and Rossano Brazzi, Eduardo Ciannelli and Enzo Staiola. Produced and Directed by William Dieterle. Story by Renzo Avanzo. Screenplay by Piero Tellini and Victor Stoloff. Dialogue, Erskine Caldwell and Viraliano Brancati. Photography by Arturo Gallea. Production Manager, Arturo Oliver. Adapter and Architect, Mario Chiari. Documentary Films by Mariani. Submarine scenes taken with special equipment and by special experts of the Panaria. An Artists Associates-Panaria Films production. An Eagle Lion release.

THE CAST

Magdalena .....Anna Magnani
Maria.....Geraldine Brooks
Donato .....Rossano Brazzi
Guard.....Eduardo Cianelli
Brother.....Enzo Staiola

THE STORY

Magdalena is forced to leave Naples by the police and returns to the rocky island of her birth, Vulcano. There she lives with her sister Maria and her younger brother.

The two sisters go to work helping a diver, Donato, to do some salvage work. Maria falls in love with Donato and determines to leave the island with him.

Magdalena tries to stop her and finally kills Donato by cutting off his air supply when he is under water. Maria curses her sister and Magdalena despondently throws herself into the island's volcano as it begins to erupt.

Miss Brooks Gains Star Rating in Italy

Geraldine Brooks feels that Horace Greeley's famous line "Go West, Young Man" should be switched to "Go to Italy, Young Actress"—that prescription has won stardom for the attractive Miss Brooks.

The picture that helped zoom her up the ladder is Anna Magnani's first all-English drama "Volcano," which opens ..... at the ..... Theatre.

Miss Brooks, who has won recognition as an exceptionally gifted actress, got the "Volcano" role after doing a test for William Dieterle who directed the Magnani vehicle.

Dieterle was looking for an "uncivilized beauty" to play the part of an Italian peasant girl who, in "Volcano," is Magnani's sister. Geraldine prepared for the test by getting deeply sun-tanned and by staying away from beauty parlors.

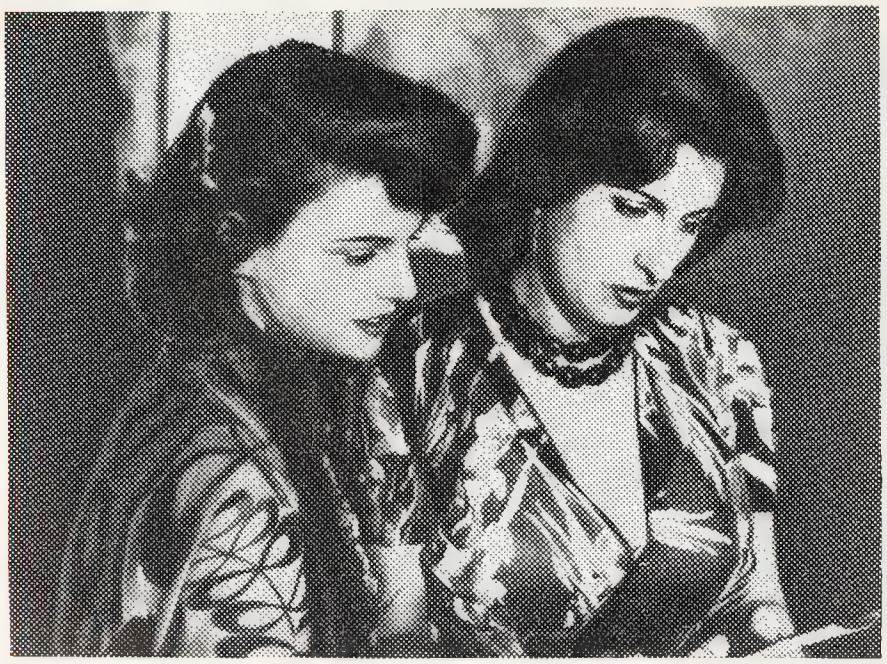
Clicked With Dieterle

She clicked with Dieterle and when "Volcano" was finished won even the plaudits of the perfectionist Magnani.

The release of the Italian version of "Volcano" started a flood of plaudits from Italian critics. These resulted in another starring role for Miss Brooks in an Italian film. She now has a contract to make one Italian film a year and is free to continue her Hollywood career.

Geraldine is probably the only actress to be named for a costume company. Her father is the president of Brooks costumers which outfit most of the Broadway shows. Her real name is Stroock.

She learned Italian while making "Volcano" in that country. She is now fluent in that language after being tutored by Magnani and the other "Volcano" co-star Rossano Brazzi.



Mat 2C Still VOL.-2

Geraldine Brooks and Anna Magnini intently examine a letter in this scene from "Volcano," Magnani's first all-English drama which opens.....at the.....Theatre.

'Volcano' Blends Qualities Of U.S. and Italian Films

One of the outstanding phenomena of the post-World War II years has been the great interest in Italian motion pictures. Films like "Paisan," "Open City," "Shoe Shine," "The Bicycle Thief," "Panic" and others have attracted increasingly wider audiences.

Despite the acclaim awarded these pictures for their uncompromising realism and daring themes they have reached only a small part of American film audiences. The language barrier, European production values and unknown actors have confined them to a comparatively few "art" theatres.



Mat 1B Still VOL.-33

Geraldine Brooks and Rossano Brazzi in a scene from "Volcano," Anna Magnani's first all-English drama, which opens.....at the .....Theatre.

A small but determined group of men decided to attempt a film which would combine all that was best in Italian pictures with some of the finest qualities of Hollywood films. The result is "Volcano," a tempestuous romance starring the great Anna Magnani in her first all-English drama which opens..... at the ..... Theatre.

Dieterle Chosen to Direct

"Volcano" was actually filmed in its entirety on the rocky island of Vulcano by Director William Dieterle who has turned out scores of Hollywood hits including such films as "Zola," "Louis Pasteur," "Portrait of Jennie" and "Rope of Sand."

Star Anna Magnani has been seen in such smash Italian hits as "Open City" and "Angelina." Dieterle and Magnani represent almost all that is best in American and Italian films.

The rest of the cast of "Volcano" offers a similar international flavor. Co-starred with Miss Magnani are Geraldine Brooks who has been seen in "Possessed," "The Reckless Moment" and "Embraceable You" plus Rossano Brazzi.

Star of 'Bicycle' Cast in 'Volcano'

Enzo Staiola, who became one of the world's most famous child actors with the release of "The Bicycle Thief," takes a very adult attitude toward film-making.

On the set of "Volcano," first English language film starring fiery Anna Magnani which opens .....at the ..... Theatre, Enzo acted like a real trouper.

He was the first one on the set every morning; always knew his lines; took orders from Director William Dieterle without a murmur, and was a real ray of sunshine who brightened up the whole cast.

However, when the picture was locked in the can, Enzo gave a typical boy's answer to Dieterle's question about what he planned to do next. "Why, I'm going home and play football," he laughed.

Dieterle Unmasks Geraldine Brooks

Director William Dieterle is widely known for hits like the Academy Award-winner "Zola," "Louis Pasteur," "Portrait of Jennie" and "Love Letters." He also seems about to win additional honors as a discoverer of talent.

When he was looking for an unspoiled beauty to play Anna Magnani's younger sister in "Volcano," the internationally acclaimed Italian actress' first all-English film, he found her right in Hollywood in Geraldine Brooks.

Miss Brooks had been seen in films like "Possessed" and has always been considered a "glamor-girl" type. But Dieterle saw real beauty under the layers of make-up and persuaded her to go to Italy to play the part in "Volcano."

It is to his credit that in "Volcano," which opens.....at the .....Theatre, with no makeup and with uncombed hair she gave a performance that won plaudits even from Magnani.



3 Col. Ad Mat 301—369 Lines



2 Col. Ad Mat 203—200 Lines



1 Col. Ad Mat 103—72 Lines



1 Col. Ad Mat 102—14 Lines



2 Col. Ad Mat 201—58 Lines



1 Col. Ad Mat 101—28 Lines



2 Col. Ad Mat 202—100 Lines

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These elements can be used for small ads, programs, tieup promotions.

ORDER MAT 302



POSTERS



ONE SHEET



THREE-SHEET

LOBBIES



22 x 28

ORDER ALL
ACCESSORIES
PLUS SET
OF EIGHT
11x14 LOBBIES
FROM NATIONAL
SCREEN SERVICE



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MOTION PICTURE DAILY'S BOOKING CHART

WEEK OF	COLUMBIA	EAGLE LION CLASSICS	M-G-M	MONO.	PARA.	REPUBLIC	RKO	20TH-FOX	U. A.	UNIV.-INT'L.	WARNERS	LIPPERT
Jan. 14	(Jan. Releases) THE GREAT MANHUNT Doug. Fairbanks, Jr. Glynis Johns D—97 min. (Rev. 10/5/50)	(Jan. Releases) THE WICKED CITY Maria Montez Jean-Pierre Aumont D MR. UNIVERSE Jack Carson Bert Lahr C—89 min. (Rev. 1/15/51) KOREA PATROL Richard Emory Teri Duna D—57 min. (Rev. 12/28/50) OLIVER TWIST Robert Newton Alec Guinness D THE SUN SETS AT DAWN Sally Parr Philip Shawn D—71 min. (Rev. 11/9/50) TWO LOST WORLDS Laura Elliott Jim Arness D—61 min. (Rev. 2/1/51)	GROUNDS FOR MARRIAGE Van Johnson Kathryn Grayson C-91 min. (Rev. 12/12/50)	COLORADO AMBUSH Johnny Mack Brown O	(Jan. Releases) BRANDED (Color) Alan Ladd Mona Freeman O—95 min. (Rev. 11/15/50) AT WAR WITH THE ARMY Dean Martin Jerry Lewis C—92 min. (Rev. 12/12/50)	PRIDE OF MARYLAND Peggy Stewart Stanley Clements D—60 min. (Rev. 1/8/51)	GAMBLING HOUSE Victor Mature Wm. Bendix D—80 min. (Rev. 12/22/50)	(Jan. Releases) THE MUDLARK Irene Dunne D—99 min. (Rev. 11/27/50) HALLS OF MONTEZUMA (Color) Richard Widmark D—113 min. (Rev. 12/11/50) THE MAN WHO CHEATED HIMSELF Lee J. Cobb Jane Wyatt D—81 min. (Rev. 12/18/50)		(Jan. Releases) FRENCHIE (Color) Joel McCrea Shelley Winters D—81 min. (Rev. 11/30/50) HARVEY James Stewart Josephine Hull C—104 min. (Rev. 11/13/50) UNDER THE GUN Richard Conte Audrey Totter D—84 min. (Rev 12/15/50)	HIGHWAY 301 Steve Cochran Virginia Grey D—83 min. (Rev. 11/28/50)	
Jan. 21			KIM (Color) Errol Flynn Dean Stockwell D—113 min. (Rev. 12/5/50)	BOWERY BATTALION Leo Gorcey C—69 min. (Rev. 2/14/51)		BELLE LE GRAND John Carroll Vera Ralston D—90 min.						THREE DESPERATE MEN Preston Foster Virginia Grey D—69 min. (Rev. 1//17 51) (Release: 1/12/51)
Jan. 28				BLUE BLOOD (Color) Bill Williams Jane Nigh D—72 min. (Rev. 1/16/51)		ROUGH RIDERS OF DURANGO Allan "Rocky" Lane O—60 min. (Rev. 2/6/51)					OPERATION PACIFIC John Wayne Patricia Neal D—111 min. (Rev. 1/9/51)	
Feb. 4	(Feb. Releases) BORN YESTERDAY Judy Holliday Broderick Crawford C—103 min. (Rev. 11/17/50)	FIGHTING REBELS O VOLCANO Anna Magnani D	THE MAGNIFICENT YANKEE Louis Calhern Ann Harding D—89 min. (Rev. 11/15/50)	ABILENE TRAIL Whip Wilson O	(Feb. Releases) THE GREAT MISSOURI RAID (Color) Wendell Corey Macdonald Carey D—85 min. (Rev. 12/1/50)	SPOILERS OF THE PLAINS Roy Rogers Penny Edwards O—68 min. (Rev. 2/6/51)	PAYMENT ON DEMAND Bette Davis Barry Sullivan D—90 min. (Rev. 2/15/51)		(Rob't Stillman Prods.) SOUND OF FURY Frank Lovejoy Lloyd Bridges D—90 min. (Rev. 12/6/50)			THE STEEL HELMET Gene Evans Steve Brodie D—84 min. (Rev. 1/3/51) (Release: 1/24/51)
Feb. 11	(Feb. Releases) COUNTERSPY MEETS SCOTLAND YARD Howard St. John D—67 min. (Rev. 11/21/50) OPERATION X Edward G. Robinson Peggy Cummins D-79 min. (Rev. 12/18/50)	MY BROTHER, THE OUTLAW Mickey Rooney Robert Preston O—82 min. (Rev. 2/6/51) SKIPALONG ROSENBLOOM Maxie Rosenbloom Max Baer CO—73 min. DERBY WINNER D	CAUSE FOR ALARM Loretta Young Barry Sullivan D—74 min. (Rev. 1/26/51)	THE VICIOUS YEARS Tommy Cook Gar Moore D—79 min. (Rev. 2/23/50)	SEPTEMBER AFFAIR Joan Fontaine Joseph Cotten D—104 min. (Rev. 10/11/50)	MISSING WOMEN Penny Edwards James Millican D	HIS KIND OF WOMAN Robert Mitchum Jane Russell D	CRY DANGER Dick Powell Rhonda Fleming D—79 min. (Rev. 2/1/51)	(Harry M. Popkin) THE SECOND WOMAN Robert Young Betsy Drake D—91 min. (Rev. 1/17/51)	STORM WARNING Ginger Rogers Ronald Reagan D—93 min. (Rev. 12/6/50)	FINGERPRINTS DON'T LIE Richard Travis Sheila Ryan D (Release: 3/3/51)
Feb. 18	RIDING THE OUTLAW TRAIL Charles Starrett O—56 min. (Rev. 2/9/51)					NIGHT RIDERS OF MONTANA Allan "Rocky" Lane O	THE THING Margaret Sheridan Kenneth Tobey D	(Feb. Releases) CALL ME MISTER (Color) Betty Grable Dan Dailey M—95 min. (Rev. 1/24/51)		(Feb. Releases) OPERATION DISASTER John Mills D—100 min. (Rev. 1/10/51) TOMAHAWK (Color) Van Heflin Yvonne De Carlo O—82 min. (Rev. 1/8/51)		
Feb. 25	REVENUE AGENT Douglas Kennedy Jean Willes D—72 min. (Rev. 12/5/50)					SILVER CITY BONANZA Rex Allen O		I'D CLIMB THE HIGHEST MOUNTAIN (Color) Susan Hayward William Lundigan D—88 min. (Rev. 1/12/51) THE 13th LETTER Charles Boyer Linda Darnell D—85 min. (Rev. 1/19/51)			THE ENFORCER Humphrey Bogart D—87 min. (Rev. 1/23/51)	MASK OF THE DRAGON Richard Travis Sheila Ryan D (Release: 3/17/51)
Mar. 4	A YANK IN KOREA Lon McCallister D—73 min. (Rev. 2/13/51)	THE HOODLUM D THE BLUE LAMP Jack Warner Jimmy Hanley D—84 min. (Rev. 6/1/50)	THREE GUYS NAMED MIKE Jane Wyman Van Johnson C—79 min. (Rev. 2/9/51)	NAVY BOUND Tom Neal Regis Toomey D	(Mar. Releases) SAMSON AND DELILAH (Color) Hedy Lamarr Victor Mature George Sanders D—128 min. (Rev. 10/21/49)	CUBAN FIREBALL Estelita Rodriguez Warren Douglas CD	TARZAN'S PERIL Lex Barker Virginia Huston D	(Mar. Releases) SWORD OF MONTE CRISTO (Color) George Montgomery Paula Corday D LUCKY NICK CAIN George Raft Coleen Gray D—87 min. (Rev. 2/7/51) BIRD OF PARADISE (Color) Louis Jourdan Debra Paget D OF MEN AND MUSIC (Concert Feature) M—85 min. (Rev. 11/27/50)			SUGARFOOT (Color) Randolph Scott Adele Jergens O—80 min. (Rev. 1/30/51)	
Mar. 11	(Mar. Releases) "M" David Wayne Howard DaSilva D AL JENNINGS OF OKLAHOMA (Color) Dan Duryea Gale Storm O—79 min. (Rev. 1/17/51)	WHITE HEATHER Ray Milland Marius Goring D	THE RED BADGE OF COURAGE Audie Murphy Bill Mauldin D	MAN FROM SONORA Johnny Mack Brown O—54 min.	THE MATING SEASON Gene Tierney John Lund Thelma Ritter C—101 min. (Rev. 1/10/51)	OH! SUSANNA (Color) Rod Cameron Adrian Booth O—90 min					LIGHTNING STRIKES TWICE Ruth Roman Richard Todd D—91 min. (019)	STOP THAT CAB Sid Melton Iris Adrian D (Release: 3/31/51)
Mar. 18	TEXANS NEVER CRY Gene Autry O FORT SAVAGE RAIDERS Charles Starrett Smiley Burnette O	SIOUX AMBUSH O WHEN I GROW UP Robert Preston Martha Scott Bobby Driscoll D	ROYAL WEDDING (Color) Fred Astaire Jane Powell MC—93 min. (Rev. 2/6/51)	GYPSY FURY Viveca Lindfors D	THE REDHEAD AND THE COWBOY Glenn Ford Edmond O'Brien Rhonda Fleming O—60 min. (Rev. 12/7/50)	INSURANCE INVESTIGATOR Audrey Long Richard Denning D	BEST OF THE BADMEN (Color) Claire Trevor Robert Ryan O			(Mar. Releases) THE GROOM WORE SPURS Ginger Rogers Jack Carson C—80 min. (Rev. 2/5/51)	(Re-release) DODGE CITY Errol Flynn Olivia De Havilland O—104 min. (017) (Rev. 4/4/39) (Re-release) VIRGINIA CITY Errol Flynn Miriam Hopkins O—121 min. (018) (Rev. 3/20/40)	
Mar. 25	MY TRUE STORY D	SO LONG AT THE FAIR Jean Simmons Dirk Bogarde D—90 min. (Rev. 1/19/51)		LION HUNTERS Johnny Sheffield D (5109)	MOLLY Gertrude Berg D—83 min. (Rev. 11/24/50)	HEART OF THE ROCKIES Roy Rogers Penny Edwards OM				AIR CADET Stephen McNally Richard Long D—94 min. (115) (Rev. 2/19/51)	LULLABY OF BROADWAY (Color) Doris Day Gene Nelson M	

(Dates Are Based on National Release Schedules and Are Subject to Change. Letters Denote the Following: (D) Drama. (M) Musical. (C) Comedy. (O) Outdoor Action. Production Numbers Are in Parentheses. (Rev.) Motion Picture Daily Review Date.)

"VALENTINO"

SMASH

IN

FRISCO

As of yesterday a.m. the first engagement of "Valentino" at the Orpheum Theatre was doing "the biggest business since the war years." And the quotes are exhib Sherrill Corwin's!

Now watch:

Springfield, Mass.
Cincinnati
Phoenix
Tucson
Oakland
Sacramento
Stockton
Berkeley

—Hail, Columbia!

COLUMBIA PICTURES PRESENTS "VALENTINO," AN EDWARD SMALL PRODUCTION IN COLOR BY TECHNICOLOR, STARRING ELEANOR PARKER • ANTHONY DEXTER WITH RICHARD CARLSON • PATRICIA MEDINA • JOSEPH CALLEIA • WRITTEN BY GEORGE BRUCE • PRODUCED BY EDWARD SMALL • ASSOCIATE OF PRODUCER—JAN GRIPPO • DIRECTED BY LEWIS ALLEN.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 69. NO. 35 NEW YORK, U. S. A., TUESDAY, FEBRUARY 20, 1951 TEN CENTS

Circuit Heads Weigh Impact Of Swiss TV

New Theatre System May Affect Mass Orders Plan

Several of the leading circuit executives who have joined forces in an attempt to bring down the price of theatre television equipment through the placing of mass orders, met here yesterday to weigh the impact on their plans of the Swiss Eidophore system of theatre TV in whose development and exploitation 20th Century-Fox will share.

Charles Skouras, president of National Theatres, 20th-Fox subsidiary, explained to the meeting the nature of the Swiss system. He and Spyros P. Skouras, 20th-Fox president; William C. Michel, executive vice-president; Otto E. Koegel, chief counsel, and Earl I. Sponable, technical supervisor, were present at the final nego-

(*Continued on page 6*)

Schine Divestiture Behind Schedule

BUFFALO, Feb. 19.—The Schine circuit is having difficulty disposing of the minimum number of theatres required by its consent decree for the second year of its three-year divestiture program.

The decree directed Schine to divest itself of 39 theatres, one-third of them annually for three years. In the first year, ended last June, Schine disposed of 15 theatres, more than meeting its quota. Thus far in the second year, however, it has not been successful in disposing of any. If it has

(*Continued on page 8*)

Cleveland Exhibitors Standardize Ads

CLEVELAND, Feb. 19.—Members of the Cleveland Motion Picture Exhibitors Association, operating independent subsequent-run houses have adopted a standard newspaper theatre directory for the triple purpose of reducing advertising costs, making a better looking "directory," and making it easier for the public to locate in the

(*Continued on page 8*)

Gov't Sees No Immediate Anti-trust Problems in the Film Industry

Washington, Feb. 19.—Unless there is some snag in consent decree talks now under way with 20th Century-Fox and Loew's, the Justice Department sees no major anti-trust problem in the motion picture industry in the near future, a top Department official declared here today.

While he would not say so flatly, all indications were the Department has no investigations under way which might lead to any new film anti-trust cases.

The D. of J. official said the Department was receiving "a good number of complaints from exhibitors about competitive bidding, but was managing to get most of these settled amicably." He declared the Department's procedure was to get all of the facts and then refer the complaint to the film distributor involved for adjustment.

"It's a long educational process," this official declared, "but I think we're having some success."

Golden Says Exhibitors to Be Consulted on Raw Stock

WASHINGTON, Feb. 19.—Nathan D. Golden, head of the National Production Authority's film section, said here today that exhibitors will be consulted before NPA takes any action on the raw stock situation that might affect them.

One of the complaints voiced by the board of directors of Allied States Association at its meeting here last week was that so far all NPA conferences on raw stock have involved only distributors, producers and film manufacturers, with no exhibitor participation.

"There have been no exhibitors at any of the conferences so far because there's been no need for them," Golden said. "We haven't done anything affecting them. If we should plan anything that affects them, they'll be

(*Continued on page 10*)

B'way Grosses Hold Steady Pace; Lift Due from Holiday

Broadway's first-run theatres are looking forward to a pleasant boost at the box-office on Washington's Birthday, on Thursday, a holiday that should add to grosses that are holding up nicely despite an all-day rain last Saturday. Clear skies on Sunday brought good crowds and good business to the Times Square area.

Radio City Music Hall reports an excellent opening week for "Payment on Demand," with $128,000 estimated

(*Continued on page 10*)

Film Industry Silent At Tax Hearings

WASHINGTON, Feb. 19.—The deadline set by the House Ways and Means Committee for requests to testify on excise taxes is past, and no motion picture group has asked to be heard, as Secretary of the Treasury Snyder did not propose any increase in the excise taxes directly affecting the film industry.

James Reilly, of the League of New York Theatres, has been scheduled to

(*Continued on page 10*)

Allied Arbitration Move Hailed by TOA

The Allied States Association board's authorization of Abram F. Myers to enter into discussions with distributors on a possible industry arbitration system was greeted yesterday by Gael Sullivan, Theatre Owners of America executive director, as a "healthy sign" and a "statesmanlike gesture."

TOA and the distributors last fall held a meeting here at which it was agreed that such effort be made.

Sears Out as UA General Sales Manager

Remains with Company; Name Trustees Today

At his own request Gradwell L. Sears will step out as United Artists general sales manager, and at least until the end of this year when his contract will expire, will remain with the company "in an executive capacity."

Arthur B. Krim, who yesterday took quarters on UA's home office executive floor, communicated the change in Sears' status in telegrams sent to all branch managers, district managers and division managers in the U. S. and Canada.

"For reasons of health and because he had always expected to retire at the end of 1951," Krim's telegrams explained, "Grad Sears has asked that

(*Continued on page 10*)

Benjamin Will Not Take Any U.A. Post

Robert S. Benjamin, member of the Arthur B. Krim-Matthew Fox group which has acquired management control of United Artists, will have no official position in the reorganized company, neither as an officer, director or voting trustee, it was learned yesterday.

Benjamin's service to the company will be of an advisory nature only. He will continue as president of the J. Arthur Rank Organization in the U. S., a partner in the Phillips, Nizer, Benjamin and Krim law firm, a direc-

(*Continued on page 3*)

MPA Board to Meet On 'Oliver Twist'

Barney Balaban and Spyros P. Skouras having returned to New York, a meeting of the MPAA's board has been called for tomorrow to decide on the acceptability of Eagle Lion Classics' "Oliver Twist" for a PCA seal in light of the 73 deletions ordered by Joseph I. Breen, Production Code Administrator.

(*Continued on page 3*)

For a new idea in advertising from Eagle Lion SEE PAGE 11

Industry Leaders At Gamble Tribute

Ted Gamble, president of Monarch Theatres, will be honored today at a luncheon in New York's Waldorf Astoria Hotel for his services as last year's national chairman of the amusements division of the National Conference of Christians and Jews.

The luncheon will be given by the executive committee of the Amusements division. NCCJ president Dr. Everett R. Clinchy will make the formal presentation of a plaque.

J. Robert Rubin, general chairman of the amusements division will preside, while Charles M. Reagan, Gamble's successor, in this year's NCCJ "Brotherhood" drive, and Max E. Youngstein, chairman of advertising and publicity, for the drive, will deliver brief addresses.

Among those invited to attend the luncheon are: Barney Balaban, Nate J. Blumberg, Harry Brandt, Max A. Cohen, Jack Cohn, Ned E. Depinet, Si Fabian, Emil Friedlander, Leonard E. Goldenson, Will H. Hays, Harry M. Kalmine, Gen. John Reed Kilpatrick, Louis Nizer, Herman Robbins, Nicholas M. Schenck, Fred J. Schwartz, George Skouras, Spyros P. Skouras, Nate J. Spingold, Richard E. Walsh, Albert Warner, Herbert J. Yates, Irving Berlin, Leo Brecher, Samuel Rinzler, Emanuel Frisch, Russell Downing and Edward Lachman.

$12,000 for Kaye Film Gets Two More Dates

Samuel Goldwyn's reissue of "Up in Arms," his first Danny Kaye film, will gross an estimated $12,000 for its first week's run, in the first engagement of its national re-release through RKO, at the Variety and Embassy theatres in Miami, according to Mrs. Lillian Claughton, owner of both theatres.

"Up in Arms" will open on March 24 at the Phiel Theatre, St. Petersburg, Fla., with Goldwyn's Bette Davis film "The Little Foxes." The first Canadian engagement of the "Up in Arms" reissue will be on March 23 at Famous Players' Victoria and Egerton theatres on the same bill with "They Got Me Covered," Goldwyn reissue starring Bob Hope.

Delcambre Joins NSS in the South

DALLAS, Feb. 19.—Alfred Delcambre has joined National Screen Service as special sales representative, it was reported here by Paul Short, National Screen's divisional manager. Delcambre, former Southern football star, was a Hollywood actor and a sales representative for United Artists and Paramount, later joining David O. Selznick where he established the Southwestern district for SRO.

Gourfain Discloses Plans

Harry A. Gourfain has returned to New York from the Coast and plans three pictures, a number of TV films, and two musicals. These plans, it was announced, are predicated upon the establishment of a revolving fund of $500,000.

Personal Mention

WILLIAM C. MICHEL, 20th Century-Fox executive vice-president, and OTTO E. KOEGEL, chief counsel, are due to arrive here from Europe Thursday on the *S.S. Queen Mary.*

•

AL SHERMAN, general manager of the Georgetown Theatre, Washington, D. C., and public relations consultant, spoke before the speech and drama class of George Washington University on "The Problems of Art Cinema Management."

•

BRUNO WEINGARTEN, general manager of the Norwich-New London Drive-in, at Montville, Conn., has returned to Connecticut from a Miami Beach vacation.

•

FRANK MORIN, manager of the Warner Regal Theatre, Hartford, is observing his 22nd year with the Warner Circuit.

•

MORRIS ROSENTHAL, manager of Loew's Poli Theatre, New Haven, has entered New Haven Hospital for surgery.

•

NAT WOLF, Warner Ohio zone manager, and MRS. WOLF, have left Cleveland for Texas to visit their son at Fort Hood.

•

ROY ROWLAND, producer, has returned to the Coast from New York.

NOAH DIETRICH, RKO Pictures board chairman, who has been confined to his hotel here with influenza, plans to return to the Coast today.

•

EDWARD CODEL, television director for the Katz Agency, is scheduled to speak before the luncheon meeting of the National Television Film Council tomorrow at the Warwick Hotel here.

•

PAULA SELIGMAN, formerly with Paramount's story department, has another article appearing in the current issue of the *Writers' Journal.*

•

ARTHUR WALL, manager of the Grand Theatre, Frankfort, Ky., has returned to his desk following a Florida vacation.

•

HORACE GREELEY MCNAB, theatre press agent and talent representative, has joined Earl Peed Associates of New York.

•

CARD WALKER, of Walt Disney's studio advertising department, announces the birth of a daughter.

•

STEVE KELLER, office manager of Walt Disney's New York offices, announces the birth of a daughter.

•

ARTHUR DAVIS, publicist and foreign film distributor, will be married to HELENE BROCATO here on March 3.

W. Va. Proposes New Local Ticket Tax

CHARLESTON, W. Va., Feb. 19.—Maximum municipal amusement taxes in West Virginia would be set at three instead of four per cent under a bill proposed by the State Senate Finance Committee to aid municipalities in meeting revenue problems.

The Senate committee rejected four proposals to permit municipally-imposed taxes on amusements, among other things, and decided instead to give to all cities the powers now included in general law for those municipalities operating under home-rule charters. Such charters include maximum amusement taxes of three per cent.

Bill Would Bar Fee For Game Telecasts

DETROIT, Feb. 19.—University of Michigan's practice of allowing television pictures of its football games to be shown only in theatres where admission is charged is under fire in the Senate where a bill was introduced prohibiting any state-supported institution from televising events unless the pictures are made available to the public without charge.

The televised pictures were shown in the 4,000-seat Michigan theatre in Detroit last fall.

Lutheran Unit Chartered

ALBANY, N. Y., Feb. 19.—Lutheran Church Productions, Inc. has registered for a certificate to conduct a motion picture business in New York, for the production and distribution of films for public and private showing.

Phonevision Gets New Product Supply

CHICAGO, Feb. 19.—New film-fare for the Phonevision tests this week includes: "Big Town After Dark," Paramount, a 1947 release; "Texas," Columbia, 1941; "Lost Horizon," Columbia, 1937; "Caravan," Eagle-Lion, 1946; "The Westerner, "Goldwyn, 1940; "Embraceable You," Warner, 1948.

The Sunday Phonevision matinee has been moved back from two to three P.M.

Film Stars to Open Red Cross Drive

Spencer Tracy, Joan Bennett and Elizabeth Taylor will arrive in Washington late this week from Hollywood to open the national Red Cross drive on Feb. 25, on a special broadcast of M-G-M's "Father of the Bride" on the Theatre Guild of the Air program, over NBC.

The program, sponsored by U. S. Steel, will be without commercials and is being donated to the drive by stars, sponsor and network. The trio will travel by air, accompanied by Les Peterson, head of M-G-M's radio activities at the studio.

Iowa Measure Would License Drive-ins

DES MOINES, Feb. 19.—A bill to license drive-in theatres for a fee of $25 a year, and to require that the screen of a drive-in theatre be at least 200 feet from a highway and not visible from the highway, has been introduced by Rep. Brown, and others.

'Hoffman' Has Bijou Date—Or Does It?

Lopert Film Distributing Corp. announced yesterday that "Tales of Hoffman," the Michael Powell-Emeric Pressburger production which it is distributing here, has been given a "locked date" to open April 4 at the Bijou Theatre here.

Stanley Kramer Productions, whose "Cyrano de Bergerac" is the current Bijou tenant, immediately disputed that announcement. It was stated that George J. Schaefer, sales head for Kramer, conferred yesterday with Robert Dowling, head of City Investing Co., owner of the Bijou, and had insisted that "Cyrano's" exhibition contract with the Bijou be observed to the letter.

The contract, it was stated, specifies that no decision will be made as to the termination of the picture's run at the Bijou until after the 18th week, which will be about one month from now. At that time, it was claimed, the contract calls for a review of "Cyrano's" grossing strength, with the decision to hold it longer to be made solely on that basis.

A benefit American premiere of "Tales of Hoffman" is scheduled to be held at the Metropolitan Opera House here, under American Red Cross sponsorship, on April 1.

Aided 'Rival' Okla. Director, Cole Says

DALLAS, Feb. 19.—An exhibitor listed as a director of the Theatre Owners of Oklahoma, a Theatre Owners of America affiliate, came to Allied Theatre Owners of Texas for help in handling a complaint against a distribution company, H. A. Cole, president of Texas Allied, asserts in an "open letter" to Morris Loewenstein, president of the Oklahoma unit.

Cole's organization recently undertook an organizing effort in Oklahoma which prompted an "open letter" from Loewenstein. Cole's letter does not identify the Oklahoma TO "director," nor does it give any details concerning the complaint, which it says was handled through New York with immediate relief forthcoming.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
BETTE DAVIS
BARRY SULLIVAN
in
"Payment on Demand"
Distributed by RKO Radio Pictures
plus SPECTACULAR STAGE PRESENTATION

DICK POWELL
RHONDA FLEMING
in "Cry Danger"
PARAMOUNT TIMES SQUARE
IN PERSON
RUSS CASE AND HIS ORCHESTRA
EDDIE FISHER
The Five DeMARCO SISTERS
JAY LAWRENCE
Vic & Adio
Midnight Feature Nightly

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Red Kann, Vice-President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 23, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

National Pre-Selling

A HUGE tieup with Matson Navigation Co. will promote 20th Century-Fox's "Bird of Paradise" in more than 100 cities from Coast to Coast. The steamship company, which sends luxury liners to Hawaii, where the picture was filmed, will offer display and poster material to its offices and travel agencies in all parts of the country. Over 1,000 agents have been informed of the tieup and have received promotional material with instructions to work closely with theatres on cooperative campaigns in local situations.

•

An unusual promotion kit, containing 716 pieces of material in 18 sections, has been tailored for the special use of roadshow engagements of Stanley Kramer's "Cyrano de Bergerac" and issued to advance agents and field men for the exploitation of the Jose Ferrer starring vehicle. The kits, with emphasis on focusing interest of educational and cultural groups, include film strips, feature stories, radio spots, TV trailers, publicity and advertising mats, posters and special material.

•

American Airlines has completed the distribution of the first 1,000,000 *full-color postcards plugging the M-G-M comedy, "Three Guys Named Mike," and has also distributed a similar number of booklets on the same subject. The Airlines campaign includes full-page, full-color ads in leading national magazines, display ads in more than* 200 *newspapers, and* 1,000 *window displays for airline and travel bureau tie-ups, all timed for local playdates.*

•

Unprecedented support from the Florists Telegraph Delivery Association will give 20th Century-Fox's "Bird of Paradise" free advertising in 225 key-city and small town newspapers from Coast to Coast. Large scale ads built around Debra Paget, who stars in the picture, will reach an estimated readership of 62,000,000 throughout the country, in addition to magazine ads in April issues of *Look, Redbook, McCall's* and *Parade.* At the local level, the FTDA's 8,500 retail florist will cooperate.

•

***McCall's* magazine announces an increase in its advertising rates, based on the fact that it is delivering a circulation of over 4,000,000 copies. A special rate is now quoted for *McCall's* and *Better Living* in combination. This is a "package" amounting to 5,400,000, said to be the largest guaranteed circulation available to women and homemakers.**

•

Seventeen *magazine is the highest ranking monthly in amusement lineage, according to the Lloyd Hall Editorial Analysis Bureau's* 1950 *report. With* 43,295 *lines of articles, features and stories of screen, theatre, radio and television,* Seventeen *was* 3,000 *lines ahead of its nearest competitor, and* 83,400 *lines over any publication in the women's service category, it was said. In addition to its motion picture reviews,* Seventeen *gives a "Picture of the Month" Award and regularly carries feature stories, interviews and picture layouts on movies, stage and entertainment media.*

Something New Is Added

EAGLE Lion Classics and *Motion Picture Daily* break new ground today with the publication of a streamlined pressbook, fully contained in this edition, for the first time in trade paper history.

The pressbook is on "Volcano," is in eight pages, and incorporates all of the essentials required by the exhibitor to plan his campaign. But what this innovation does, and what other pressbooks have not done, is this:

It gives the exhibitor unprecedented opportunity to study and to weigh in advance of playdate—and, in fact, in advance of his film buy—the selling tools which the distributor has evolved. Available to him are newspaper ads which set the thematic approach for appeal to the public, boiled-down stories for newspapers, and other channels of publicity, exploitation tie-ups and accessories. In short, all of the established pre-requisites of the oldline pressbook with this one pivotal difference: A concentration on the essential values presented concisely and definitively without the need to wade through limitless pages of material expanded beyond its worth or its practical application.

For some time now, many exhibitors have found many pressbooks, unwieldy, cumbersome and ineffective. The fresh approach conceived by Eagle Lion Classics is direct, concise, hard-hitting—and realistically designed to meet the customer's needs.

KANN

Columbia kicks off its national preselling campaign on "Valentino" with a full-page ad in the Feb. 27th issue of *Look* magazine. From then until a full-color page runs in the Easter Sunday issue of *American Weekly,* there will be national advertising in *Life, Modern Romance, True Confession, True Story, Screenland, Silver Screen, Seventeen, Movie Life, Movie Stars Parade, Modern Screen, Screen Stories, Movieland, Screen Guide, Motion Picture* and *Movie Story.* The film, which had its world premiere in San Francisco on Feb. 15, is scheduled for April release.

•

A national tieup in behalf of "The Mating Season," set for March release, has been completed by Paramount Pictures with the Groshire Clothing Co., manufacturers of men's clothing. The promotion will include half-page ads in *Esquire, Holiday, Time,* and the *New York Times Sunday Magazine.* Stores throughout the country will be supplied with blow-ups of the ads, which feature John Lund and Thelma Ritter. Groshire is also planning giveaway suits in special promotions at the point-of-sale.

•

Look Magazine*'s annual motion picture awards will be presented on Bob Hope's radio show on Tuesday evening, Feb. 27. The Paramount comedian, currently co-starring with Hedy Lamarr in "My Favorite Spy," will "emcee" the affair. This will be the* 11*th consecutive year that awards have been presented on Bob's radio program.*

•

An unprecedented "merchandising tie-in" TV campaign making use of more than 20 fashions created for 20th Century-Fox's "Bird of Paradise" is netting a large number of free "plugs" for the Technicolor film. Fashion models are heralding both "Bird of Paradise" and the creations inspired by the film over scores of TV programs reaching an "interested" female audience of millions throughout the country.

United Artists' new picture, "Queen for a Day," is featured in a page-and-a-half picture story, "Twin Babies—One Movie Role," which appears in March McCall's—*on the newsstands Feb.* 23.

In a series of nine pictures the McCall's *article tells of the safeguards used to protect the health of babies and highlights the precautions which are taken. These include: maintenance of nursery for infant performers by the producer, physical examinations, work permits, etc. The article points out that babies can work only two hours a day—only* 30 *seconds before the camera at any one time.*

•

Heavy fan magazine advertising will herald the release of 20th Century-Fox's "Bird of Paradise" as an Easter attraction in approximately 500 theatres. More than 30,000,000 film fans from Coast to Coast will read advertising copy in the March issues of *Modern Screen, Screen Stories, Motion Picture, Movie Story, Movieland, Screen Guide, Movie Life, Movie Stars Parade, Photoplay, Screenland* and *Silver Screen.* Four-color, double-page spreads have been especially designed to appeal to readers of the screen publications. In addition, four-color pages will appear in the mass-circulated Sunday newspaper supplements, *This Week* and *Pictorial Review.*

•

Paramount has completed arrangements with the Marlboro Shirt Co. for a national tieup plugging Bob Hope's new comedy, "The Lemon Drop Kid" which is set for release in April. Coincident with the release, Marlboro will introduce a Bob Hope sport shirt, backed by a strong promotional campaign. This will include color posters, stills from the picture and special newspaper mats. The promotion will be kicked off with national advertising in large-circulation magazines.

—WALTER BROOKS

Senate Bill Seeks Expansion of Overseas Program

WASHINGTON, Feb. 19.—Senators Benton (D., Conn.) and Wiley (R., Wisc.) today introduced a resolution calling for an investigation by a Senate Foreign Relations sub-committee of ways of expanding and making more effective the State Department's overseas information program, which embraces motion pictures and other media.

Benton, in a long Senate speech, said that even the recent expansion in this program fell far short of what was needed. He suggested that it was a mistake to keep the "Voice of America" program in the State Department and that the government's propaganda activities aimed at overseas audiences should be carried on by an independent government agency or by a government corporation.

Lipton Due Here on Product Promotions

David A. Lipton, Universal Pictures vice-president in charge of advertising-publicity, will arrive in New York from California tonight for conferences with home office executives.

While in New York, Lipton will set promotion campaigns on "Air Cadet," Bill Mauldin's "Up Front," "Ma and Pa Kettle Back on the Farm," "Francis Goes to the Races" and "The Prince Who Was a Thief."

Flaherty to Direct Cinerama Picture

Robert Flaherty, veteran director, has been signed by Thomas-Todd Productions to direct the first full-length feature to utilize the new Cinerama process. The film, as yet untitled, is scheduled for September release.

Michael Todd, stage producer, and Lowell Thomas, author and radio commentator, recently formed the producing unit which will pioneer with commercial Cinerama films.

Study TESMA Slate For Officers, Board

HOLLYWOOD, Feb. 19.—Nominations for officers and a board of directors of the Theatre Equipment and Supply Manufacturers Association are being considered by the nominating committee, Roy Boomer, secretary, reports. The election will be held by mail ballot.

Benjamin-U.A.

(*Continued from page* 1)

tor of Universal Pictures and director and general counsel of Pathe Industries.

It was reported that Benjamin's decision not to take a post at U. A. stemmed in part, at least, from his desire to maintain his older connections free of possible conflicting interests.

MPA Board

(*Continued from page* 1)

The board met here last week with Breen in attendance, but action was postponed pending the return to town of Balaban and Skouras. Several other items also are on tomorrow's meeting agenda.



DICK POWELL • RHONDA FLEMING

in

CRY

Booked As The
Washington's Birthday
Holiday Attraction
at Broadway's Big
PARAMOUNT
Theatre

LL'S ON THE PROWL!

Chasing a crook...
catching a dame
(or vice-versa)
He's the Best!



DANGER

with

RICHARD ERDMAN • WILLIAM CONRAD
REGIS TOOMEY • JEAN PORTER

Produced by SAM WIESENTHAL and W. R. FRANK
Directed by ROBERT PARRISH
Screenplay by WILLIAM BOWERS • From a Story by JEROME CADY

Distributed by
RKO RADIO PICTURES

BROTHERHOOD WEEK—Feb. 18-25
Believe It! Live It! Support It!

Swiss TV

(*Continued from page* 1)

tiations in Zurich recently which marked 20th-Fox's identification with the system.

The consensus of those who heard Charles Skouras yesterday appeared to be that it would take two or three weeks of contemplation and review of possibilities before any one of those present could venture to speculate on the extent to which the new development might influence the circuit executives' mass orders plan.

Calculations have pointed to the likelihood that 200 orders from exhibitors at one time would result in a reduction in the price of theatre TV units from $25,000 apiece to around $15,000. Pledges are said to have been made thus far for approximately 100 units, 71 of which would go to Fox West Coast Theatres, a National Theatres subsidiary.

It was pointed out following the meeting yesterday that the Swiss Institute of Technology will need from 18 months to two years for further development work on the new system before production could be put into "full swing."

With Federal Communications Commission hearings on theatre TV frequencies to start shortly, some of those connected with the mass orders plan now are wondering if circumstances will be such as to make advisable a waiting period of 18 months to two years.

Among those present at yesterday's meeting, which was held at United Paramount Theatres home office, were George Skouras, Ted R. Gamble, Frank C. Walker, Joseph Vogel, Fred J. Schwartz, Leonard H. Goldenson, Gael Sullivan, Robert O'Brien, Paul Raibourn, Nathan L. Halpern and Luther Gamble.

Nat'l Theatres Postpones Meeting; Discuss on Will Swing Around TV

LOS ANGELES, Feb. 19.—Every division and department of National Theatres will be represented here at the opening of a three-day meeting of the circuit, the agenda of which is "dedicated to an analysis and round-table discussion of methods to stimulate business at the box-office." The sessions, to be held at the company's home office, will highlight the annual district managers and division presidents conference. The four-day meet will get under way next Monday.

Charles P. Skouras, president of National Theatres, and of its related Fox West Coast Theatres, will preside at the main confabs. He is expected to discuss the new Swiss direct-projection television development, known as the Ediphone, in which 20th Century-Fox has obtained an interest, and which was recently inspected by Skouras and 20th-Fox executives on a trip to Zurich, from New York.

Division executives of National Theatres on the roster of delegates attending the meetings will include Rick Ricketson, Denver; Elmer Rhoden, Kansas City; Frank Newman, Sr., Portland; Harold Fitzgerald, Milwaukee; David Idzal, Detroit; Harold Seidenberg, Philadelphia.

Executives from here will include H. C. Cox, NT treasurer; George Bowser, FWC general manager, and Dick Dickson, Southern California, FWC division manager; Spencer Leve, San Francisco.

Reviews

"Lightning Strikes Twice"

(*Warner Brothers*)

A MYSTERY-DRAMA with psychological trimmings, "Lightning Strikes Twice" offers many a puzzling moment for armchair sleuths. The story is styled along conventional lines and unfolds against shadowy backgrounds and moody atmosphere. Richard Todd heads the cast as a young man who retreats into surly silence after being acquitted of the murder of his wife. Others in the cast include Ruth Roman, Mercedes McCambridge and Zachary Scott. The screenplay by Lenore Coffee builds up in suspense but there are many incredulities that rob it of potential impact.

Miss Roman plays an attractive young actress bound for a vacation on a Texas ranch. The story takes her through a series of coincidents that get her involved in the aftermath of the murder. Riding in a borrowed car in a raging storm, she takes refuge in a nearby house where Todd happens to have sequestered himself. Miss Roman finds herself strangely attracted to him. The next morning she heads for the ranch where more melodramatic events seem to have taken place. Save for Miss McCambridge and her brother, the ranch is deserted. There is considerable chatter back and forth over the guilt or innocence of Todd. In time Miss Roman decides to marry Todd but then becomes the victim of her own fears and flees from him in terror. Determined to find out for herself whether he really killed his wife, Miss Roman does some probing which finally brings clarity. It comes to light that Miss McCambridge, who was in love with Todd, actually killed Todd's wife when she discovered her with another man. Meanwhile, Todd, thinking that his foster father committed the murder, tried to cover up by allowing the suspicion to fall upon himself. The acting is as competent as the cumbersome script allows. King Vidor directed and Henry Blanke produced. Running time, 91 minutes. Adult audience classification. Release date, Feb. 20.

MANDEL HERBSTMAN

"Navy Bound"

(*Monogram*) *Hollywood, Feb.* 19

TUCKED neatly into this smooth little tale about a sailor boxer is more story, interest and impact than anybody might expect in its 60-minute dimension. Although light insofar as marquee names are concerned—Tom Neal's and Regis Toomey's being the best known—the production is likely to give its audiences more down-to-earth satisfaction than many longer and so-called bigger attractions. Producer William F. Broidy, director Paul Landres and screenplaywright Sam Roeca have done a right spanking job with Talbert Joselyn's *Collier Magazine* story of the same title, this last circumstance of derivation furnishing an advertising angle that should not be overlooked by the practical showman.

The story opens with Neal, a sailor boxing for the fleet championship, which he wins, just before being mustered out, the latter against the wishes of his pals and commander. Going home, he finds his father, a fishing-boat operator, in financial straits, and his foster-brother endangering the parental "fortunes" by estranging fishing crews and shore associates. Numerous complications arising from this state of affairs, and from the indecision of Wendy Waldron as to which of the boys she wishes to marry, lead to a situation in which Neal unwillingly agrees to fight a professional boxer on a winner-take-all basis. He is losing the fight until his sailor pals arrive at the ringside, after which he wins the purse, puts the parental house in order, and rejoins the Navy. (It sounds corny, but it isn't handled that way). John Abbott, Murray Alper, Paul Bryar, and especially Ric Roman, give sturdy support.

Running time, 60 minutes. General audience classification. Release date, March 4.

"Fury of the Congo"

(*Columbia*)

SAM KATZMAN'S latest production in the series based on the comic strip figures, Jungle Jim, and starring Johnny Weissmuller, is tailored for the juvenile trade. Direction by William Berke keeps the action moving along familiar lines, with Carroll Young's story revolving around the activities of a narcotics ring seeking a source of supply in the jungle.

Weissmuller rescues a pilot following a crash landing. William Henry, the pilot, passes himself off as a police inspector assigned to find Joel Friedkin, a biochemistry professor, who has disappeared. Henry is actually the leader of the narcotics ring that has captured the professor and is forcing him to make a drug from a gland excretion of the Okongo, an animal sacred to a tribe that has been enslaved by the gang. Weissmuller, after a series of narrow escapes from both the gang and a fantastically large desert spider, manages to capture the gang. Others in the cast are Sherry Moreland, Lyle Talbot, George Eldredge, Rusty Wescoatt, Paul Marion and Blanca Vischer.

Running time, 69 minutes. General audience classification. For April release.

'Cyrano' in Portland

First Northwest opening of Stanley Kramer's "Cyrano de Bergerac" has been set for Portland, Ore., where the Jose Ferrer starrer for United Artists release will begin a roadshow run on Thursday. Sam Nathanson, Kramer advance man, is in Portland handling the advance campaign for the opening.

'14 Hours' Opens March 5

"Fourteen Hours," 20th Century-Fox production starring Paul Douglas, Richard Basehart, Barbara Bel Geddes and Debra Paget, will have an invitational world premiere on Monday evening, March 5, at New York's Astor Theatre. It follows the run of U-I's "Harvey."

Music Fees Apply To Stage Shows

Ottawa, Feb. 19.—The Canadian Copyright Appeal Board has approved a demand from the Composers, Authors and Publishers Association of Canada for permission to collect music fees from motion picture theatres which present stage shows unaccompanied by motion pictures. Theatre companies objected to the proposed fee at public hearings held here.

At the same time, the Copyright Board refused to fix a music fee for television stations in Canada until they start actual operations.

Name Goldenson to Head JDA Unit

Leonard H. Goldenson, president of United Paramount Theatres, was named chairman of the motion picture exhibitors committee of the amusements division of the Joint Defense Appeal, Herman Robbins, division chairman, announced here yesterday.

Goldenson will mobilize support among all theatre executives for the JDA drive, which is seeking half of its national goal of $6,000,000 in the Mertopolitan New York area, making it the largest campaign of its kind ever held in this city.

Meanwhile, Robbins has appointed four more industry executives to key posts in the division. They are Saul Trauner, branch manager of Columbia Pictures, who will head the exchange committee; Edward Seider, Prudential Film Delivery executive, named chairman of the film delivery committee; Allen G. Smith, branch manager of National Theatre Supply, chairman of the supply dealers committee, and William H. German, president of J. E. Brulatour, Inc., chairman of the laboratory committee.

Walsh, Back in N. Y., Readies Meet Report

Richard F. Walsh, IATSE international president, has returned to New York from Tucson and Hollywood where he engaged in, respectively, a meeting of the "IA" board and conferences with Coast labor leaders.

Announcement of business transacted and decisions reached by the board is being withheld pending formal notice to the membership.

Legion Reviews Nine; Two Are in Class "C"

Nine additional films have been reviewed by the National Legion of Decency, of which "Manon," (French) Discina International Films, and "No Orchids for Miss Blandish," Alliance Films, were rated Class C.

"Payment on Demand," RKO, was listed in Class "B" and the others in Class "A." Under section one, Class "A" are "Gene Autry and the Mounties," Columbia, and "Ma and Pa Kettle Back on the Farm," Universal-International. In Class "A," section two, are: "Another Shore," (British), Pentagon Pictures; "Only the Valiant," Warner; "Royal Wedding," M-G-M, and "Three Guys Named Mike," M-G-M.



People everywhere go trooping off to their local theater when the latest COMPANION-approved movie comes to town. It happens again and again—and that's why the movie-makers have invested more money in the COMPANION during the past five years than in any other monthly magazine*.

**Except of course the fan magazines!*

Currently advertised in the COMPANION:
"Royal Family"—METRO-GOLDWYN-MAYER
"Teresa"—METRO-GOLDWYN-MAYER
"September Affair"—PARAMOUNT PICTURES CORP.
"Vengeance Valley"—METRO-GOLDWYN-MAYER
"Harvey"—UNIVERSAL-INTERNATIONAL

Woman's Home COMPANION
AVERAGE CIRCULATION: MORE THAN 4,000,000

THE CROWELL-COLLIER PUBLISHING COMPANY, 640 FIFTH AVENUE, NEW YORK 19, N.Y.

Rembusch Sees No Phonevision Threat

PHILADELPHIA, Feb. 19.—Subscription television does not pose a threat to the exhibitor "provided production and distribution don't start chasing the gold at the end of the Zenith and Skiatron rainbow," Trueman T. Rembusch, president of National Allied, told the 13th annual meeting of Eastern Pennsylvania Allied today. Rembusch also revealed that the national organization was working on a plan to obtain present commercial video channels exclusively for general theatre TV use.

National Allied board chairman and general counsel Abram F. Myers while admitting that television has made "terrific inroads" in areas of high TV saturation, said that latest surveys indicated "waning interests" in the new medium, and that film business will be "on the upgrade" in the next few years.

Based on the Chicago tests of Phonevision, said Rembusch, any widespread use of such a system would be largely by organizations such as the American Legion, Elks, etc., with groups of 25 to 100 viewing the dollar film at anywhere from five to one-fifth of a cent per head. "Let production and distribution contemplate recovering their costs at admissions of one-fifth of a cent and I am sure their ardor for an outlet other than regular theatres would cool off rapidly," he added.

Discounts Distributors Views

Discounting distributors' contention that they could not legally refuse the films to Phonevision, Rembusch said that no distributor, acting singly, is forced by law to sell his product to any source where such sale would jeopardize his company's profits.

TV viewing "dissipates those pictures for the legitimate theatre operator whether those films be old or new," he declared. Promising that exhibitors will protest to those distributors who have and are furnishing films to Phonevision, "thus invading the exhibitors franchise rights to professional motion pictures, rights acquired by an investment in theatre brick and mortar."

Myers declared a definite improvement in product as a result of divorcement and TV competition, the waning interest in TV, more entertainment money brought about by high employment, installment buying curbs and a great revival of showmanship, the most marked in 20 years. They are all factors which will insure a mounting box office in the next few years, he said.

Samuelson Chairs

Under the chairmanship of general manager Sidney E. Samuelson, the Eastern Pennsylvania unit condemned M-G-M and 20th Century-Fox allocations of films, as well as Paramount's terms on "Samson and Delilah," allegedly 50 per cent for its general release next month.

Elected to the board of governors for a three-year term were Ben Fertel, Milton Rogasner, Morris Wax, Jack H. Greenberg and Larry Woodin.

Alternate governors named to a one-year term were Alfred J. Davis, Max M. Korr, Thomas Lazarick, David S. Moliver, Mark Rubinsky, Leaster J. Stallman and Thomas P. Thomas.

Maco Nearly Clear on Consent Decree Demands

MINNEAPOLIS, Feb. 19.—Further progress in fulfilling the local consent decree demands of the Department of Justice in the Paramount New York anti-trust action is reported by Minnesota Amusement Co., Paramount affiliate in this area. Sale of the lease and equipment of the Towne Theatre at Mankato, Minn., by Maco, clears the Paramount subsidiary with the government in all but three situations in the territory, under terms of the consent decree agreement.

The remaining situations to be cleared with the Department are at La Crosse and Eau Claire, Wis., and at Minot, N. D. At La Crosse, Maco has a partnership deal with the Welworth (E. R. Ruben) circuit, but has still another year in which to complete a split-up of the Hollywood and Fifth Avenue theatres. Negotiations have been under way between Ruben and Maco president Harry B. French in an effort to reach an agreement on the split-up but French has referred to progress in the settlement as "academic."

Maco asked for bids on the O'Klare, Eau Claire, in December, 1949, but has rejected all offers as being too low. Final disposition may be made by the courts which can rule if an offer must be accepted or if the circuit may not be required to meet the divorce terms of the decree in lieu of a fair offer.

Bidders for the Towne, Mankato, is a newly-formed corporation of local business men, headed by A. R. Pfau, president; Brett Taylor, vice president, and Don Steiner, secretary-treasurer. Taylor is head of the Brett department store, and Steiner is a Mankato attorney. Purchase price of the Towne was reported to be approximately $125,000. The Towne is a new structure. The new owners will assume possession on March 1, operating as a first-run house. Maco retains the State at Mankato as its "A" stand, and the Grand for "B" pictures.

Arnold Pressburger Dies in Hamburg

Arnold Pressburger, 65, producer in Hollywood and Europe for 41 years, died in Hamburg, Germany, last Saturday of a stroke, it was disclosed here yesterday.

Pressburger participated in the production of more than 200 films. Born in Austria, he formed several companies in Europe. He produced the first large-scale British sound film, "City of Song," in 1930. Pressburger founded the British-Cine Alliance in 1934. In 1941 he formed Arnold Productions, Inc., for United Artists release. He became an American citizen in 1942. Surviving are a son, Fred, now en route to New York, and a daughter, Nelly Brash, who lives in Los Angeles.

Services Tomorrow For John Good, 33

BROOKLINE, Mass., Feb. 19.—Funeral services for John P. Good, 33, former sales manager for Paramount Pictures in Buffalo, will be held in Boston on Wednesday at the Cathedral of the Holy Cross. Interment will be at St. Joseph's Cemetery in West Roxbury.

Good was stricken with polio in Buffalo in Aug., 1949. Surviving are the widow, the parents, Dr. and Mrs. Frederick L. Good, a son and a brother.

Variety Hears Clark

WASHINGTON, Feb. 19.—Over 200 industry and government officials attended the local Variety Club's "Brotherhood-Valentine" luncheon at the National Press Club here today. Guest speaker was U. S. Supreme Court Justice Tom Clark.

To Vote for Union

Election of a collective bargaining unit to cover the 700 officeworkers at CBS here will be held March 7. Qualified for the ballot are the CIO Newspaper Guild of New York and the Radio Guild, Local No. 50, District 65 of the independent Distributive, Processing and Office Workers.

Schine

(*Continued from page* 1)

not succeeded in divesting a minimum of 11 theatres by next June, it will have to put the situation before the Federal Court here and request an extension of time.

Circulars listing the 24 theatres remaining to be divested, and prices, which were sent out recently by Schine to exhibitors and brokers who had expressed interest in the properties, are interpreted as being evidence of the circuit's good faith in endeavoring to meet the terms of its decree. Distribution of the circulars, observers feel, should stand Schine in good stead with the court in the event it has to apply next June for an extension of time for its second year divestiture schedule. The generally depressed market for theatres during the year past is cited as the principal reason for Schine's inability to meet its divestiture schedule to date.

Says Hughes Silent On Court Ruling

Howard Hughes has not yet indicated his attitude toward the New York Statutory Court's proposed ruling that he be given two years to sell his 24 per cent holding of RKO Theatres stock, Thomas Slack, Hughes' attorney, said here yesterday.

Slack, who left last night for Washington, said that he had relayed the court's offer to Hughes but had received no instructions for or against acceptance of the order. The court had postponed making a final ruling until Slack could confer with Hughes. Slack said he will be back from Washington in time to appear at the next hearing tomorrow.

Fla. Realtor Names Brandt in Pact Suit

A $400,000 breach-of-contract action brought against Harry Brandt by Lujacks, Inc., a Coral Gables, Fla., real estate concern, was transferred yesterday from New York Supreme Court to U. S. District Court here at the request of Brandt's counsel.

Plaintiff alleges Brandt failed to fulfill an agreement to acquire property in Coral Gables for the erection of a theatre.

5 Films Nominated For 'Globe' Award

HOLLYWOOD, Feb. 19.—"All About Eve," "Born Yesterday," "Cyrano de Bergerac," "Harvey" and "Sunset Boulevard" have been nominated for the "Golden Globe Award" for the "best Hollywood-produced picture" to be announced by the Hollywood Foreign Correspondents Association at its Golden Globe Awards Dinner on Feb. 28, at Ciro's.

Other "best" nominations include: Dramatic actor, Louis Calhern, for "Magnificent Yankee"; Jose Ferrer, "Cyrano"; James Stewart, "Harvey." Dramatic actress, Bette Davis, for "All About Eve"; Judy Holliday, "Born Yesterday"; Gloria Swanson, "Sunset Boulevard." Actor (musical comedy), Fred Astaire, for "Three Little Words"; Dan Dailey, "When Willie Comes Marching Home"; Harold Lloyd, "Mad Wednesday." Actress (musical comedy), Spring Byington for "Louisa"; Miss Holliday, "Born Yesterday"; Betty Hutton, "Annie Get Your Gun." Supporting actor, Edmund Gwenn, for "Mr. 880"; George Sanders, "All About Eve"; Eric Von Stroheim, "Sunset Boulevard." Supporting actress, Miss Holliday, for "Adam's Rib"; Josephine Hull, "Harvey"; Thelma Ritter, "All About Eve." Most promising newcomer, Gene Nelson, Mala Powers, Debbie Reynolds.

Also, best screenplay, "All About Eve," "Asphalt Jungle," "Sunset Boulevard." Color Photography, "Broken Arrow," "King Solomon's Mines," "Samson and Delilah." Black-and-white photography, "Asphalt Jungle," "Cyrano," "Sunset Boulevard." Best director, George Cukor, John Huston, Joseph L. Mankiewicz, Billy Wilder. Musical score, "A Life of Her Own," "Destination Moon," "Sunset Boulevard." Productions promoting international understanding, "Broken Arrow," "The Big Lift," "The Next Voice You Hear."

26 Films Shooting On Coast; 2 Start

HOLLYWOOD, Feb. 19.—The feature production index continues in a downward direction, for a total of 26 pictures in work; two new ones were started while nine were completed.

Started were: "Little Big Horn" and "Kentucky Jubilee," Lippert Productions. Completed were: "China Corsair" and "The Secret," Columbia; "The Tall Target" (formerly "The Man on the Train") and "The Strip," M-G-M; "Nevada Badman," Monogram; "Submarine Command," Paramount; "On the Loose" (Filmakers), RKO Radio; "The Real McCoy" and "Iron Man," Universal-International.

March of Time in New Series Bows

March of Time yesterday held a press reception and preview of the first of its new series, "March of Time Through the Years." Previous March of Time films are discussed in the new series in the light of today's news, with guest authorities narrating.

Screened yesterday were "Newsfronts of War—1940," which will be televised at 10 P.M. Feb. 23, over WJZ-TV and other ABC stations, and "When Air Raids Strike."

Cleveland

(*Continued from page* 1)

directory the theatres in which they are interested.

Meanwhile, theatre ad rates in Cleveland's three newspapers will take an eight and one-half per cent hike in April. The *Press* and *News* go up three cents a line for all types of houses, while *The Plain Dealer* raises the Sunday rate, effective April 15.

fame and fortune . . .

In each field there is one product
that is recognized as the most distinguished
in its sphere—the accepted peer among
all others of its kind.

The single word that expresses the utmost
in fine jewelry is *TIFFANY*.
In automobiles it is *CADILLAC*.
Among publications for industry and
business it is *FORTUNE*.

And among annual trade publications for
the fields of motion pictures,
radio and television it is *FAME*.

There is an indefinable, but nevertheless
definite, *extra* measure of benefit—
a greater prestige value derived by the many
who make appropriate use of the pages
of *FAME*. It represents a rewarding
opportunity—an investment that pays
well and soundly!

Now in Preparation

Sears-UA

(*Continued from page* 1)

we name a new sales head at this time. I am pleased to announce that Grad will remain with us in an executive capacity. I hope to be able to advise you within the next two weeks who the new sales head will be."

Negotiations are expected to open shortly between Krim and William J. Heineman with a view to having the latter head up UA distribution. Heineman, who has not renewed his contract as Eagle Lion Classics distribution vice-president, will leave that company March 2. It is expected he would be succeeded at ELC by Bernard Kranze, assistant general sales manager.

Management control of UA passed yesterday morning to Krim, Robert Benjamin and Matthew Fox, following the weekend resignations of Paul V. McNutt and Frank L. McNamee as board chairman and president, respectively. Krim, joined by his two associates, conducted a meeting of home office department heads, including Sears, C. J. (Pat) Scollard, Al Tamarin and Al Lowe. Earlier in the day Scollard guided Krim, who is scheduled to be UA's new president, on a tour of headquarters offices.

In his telegrams to the sales managers in the field, Krim stated: "I want to greet you and through you all the members of your exchange on this my first day at United Artists. I am happy to become a part of the great tradition of UA and with your help to look forward to a renewal of its vigor and importance in the industry.

"You have all been through a trying period of uncertainty," Krim continued. "Happily for all of us this uncertainty is over. However, a very formidable task remains. We will start immediately to create a strong, steady flow of important new product which is the lifeblood of our company. It is our objective to merit, once again, by careful planning and selectivity, the confidence of exhibitors that each of our pictures will represent the best that the finest creative talents in the world have to offer. This cannot be done overnight."

Meet With Producers

During the next several days, Krim, Benjamin and Fox are expected to confer with a number of regular UA producers who now are in New York. These include I. G. Goldsmith, S. P. Eagle and W. Lee Wilder. Due to arrive here next Friday from the Coast, via Philadelphia where his "Sound of Fury" will open this week, is producer Robert Stillman, who also will meet with the new UA management group. Harry M. Popkin, another UA producer, who returned to the Coast by train at the weekend without settling the question of bookings for his "The Second Woman," will return here in about two weeks for further talks with Krim. The previous UA management had agreed to pull some 44 bookings for the picture pending Popkin-Krim conferences on the company's capacity to market the film as the producer would like to see it marketed.

United Artists now "must be protected for the benefit of those in the industry to whom it is so essential," Krim stated in his message to the sales managers. "To this end the next six months are crucial. Now is the time for you and our exhibitor friends to rally to a common cause, no longer in an atmosphere of uncertainty but with the sure knowledge that we are rebuilding for the future. This is the time for special energy and enthusiasm and with new purpose to build up our revenues out of what we now have going through the mill. I know I can count on you and your staff to do your part."

Max Kravetz, still secretary of UA until an organizing meeting is held by the new operating group and officers are elected, reported for work as usual yesterday. He claims he still holds an option on 8,000 shares of UA stock and has not and will not relinquish it. Trade reaction is that Kravetz, therefore, can exercise his option for $5,400,000, the option price, any time up to June, 1952, without getting either stock or management control.

Management control is part of the contract issued to Krim, Benjamin and Fox. There are 12,000 shares of UA stock in addition to that Kravetz claims to be involved in his option.

Indications are that everything will be in readiness some time today for the election of voting trustees, first step in squaring away UA's new management. Krim and Fox and, perhaps, Seymour Peyser of the law firm of Phillips, Nizer, Benjamin & Krim, will be named by the new management group as its voting trustees. Loyd Wright probably will be named by Chaplin but Miss Pickford's nominee, she and Chaplin are entitled to name one each, is unknown.

The voting trustees will elect a new board of directors, the first UA has had since last July, and new officers will then be elected by the board.

Sears is privileged to remain with the company for the full term of his contract, nearly 11 years in all, if he elects to do so. The first part of his contract, calling for a salary of $2,000 per week plus $500 expenses, expires at the end of this year. A second part calls for payments of $35,000 annually for the next 10 years, whether he remains active or not.

Settlement of his status was described as completely amicable. It is assumed he will be an officer of the company, in line with his contract requirements, but that his future service actually will be advisory in the main.

Seymour Miller Is Named U.A. Manager

Seymour Miller has been named branch manager of United Artists' St. John's, New Brunswick, exchange under Charles S. Chaplin, Canadian division manager, it was reported here yesterday by Nat Nathanson, Eastern-Canadian sales manager for UA.

Miller, who joined United Artists in 1943 as a booker in Toronto, was transferred that same year to the St. John's branch, moving up to salesman.

Norway Names Sherman

WASHINGTON, Feb. 19.—Al Sherman, film publicity consultant, has been appointed official film representative and distributor in the United States for all Norwegian government motion pictures. Sherman, who was decorated by King Haakon of Norway with the Medal of St. Olav for services rendered during World War II as publicity and film consultant to the Royal Norwegian Embassy, has established offices here to handle Norway's film distribution.

Weigh Fewer Prints To Save Raw Stock

A plan to conserve raw-stock by reducing the number of prints without impairing service to exhibitors is being studied by 20th Century-Fox distribution executives here.

By a rearrangement of schedules, the number of prints for each file, now averaging about 400, can be cut to 350 under the plan, it is understood, without any material change in the availability of pictures.

Golden Says

(*Continued from page* 1)

consulted at the proper time."

Golden said if distributors could cut the number of prints of any picture in circulation without hurting exhibitors, "that's all to the good."

The NPA chief returned over the weekend from the West Coast, where he discussed conservation with production officials. He said that "everyone out there was pretty pleased with the situation when I left. They are not at all concerned."

The tour of film exchanges now being made by John McCullough, head of the Motion Picture of America's film conservation department, will be a great help in saving raw stock, Golden predicted.

Raw Stock Shipments Abroad To Require Gov't Licenses

WASHINGTON, Feb. 19.—Raw stock shipments to countries outside the Western hemisphere will need government licenses, effective today.

The Commerce Department's office of international trade put "unexposed, sensitized negative film" of all sizes on the list, requiring export licenses for shipment to most foreign points. The license requirement does not apply to Western hemisphere destinations nor to shipments valued at less than $25.

Tax Hearings

(*Continued from page* 1)

testify on "Admissions to Radio Broadcasts and TV Shows." No one here knows exactly what his point is, but it is surmised that he will urge that a ticket tax be levied on such admissions.

Spokesman for the National Association of Broadcasters and the Radio and Television Manufacturers Association have been scheduled to testify in opposition to the Treasury's proposal to boost the excise tax on radio and television sets from 10 per cent to 25 per cent.

Glenn A. Wallichs of Capitol Records has also been scheduled to represent record makers in opposition to a similar tax increase on their product.

James Reilly yesterday confirmed that he had applied to be heard at House tax hearings in Washington, but said he had not yet been notified of the date he will appear. He declined to comment on his proposals.

Guernsey Moves Up

Otis L. Guernsey, Jr., film critic of the New York *Herald Tribune,* has been made first reviewer, following the resignation of Howard Barnes, film and drama critic.

N.Y. Grosses

(*Continued from page* 1)

for the first seven days, not including the holiday coming up. Russell Markert's "Smart Set" revue is on the stage.

Another house, the Criterion, is changing bills ahead of schedule to have a new film on the screen for the holiday. "Frenchie" is expected to draw about $8,000 for a final five days in a two-week stand, with "Under the Gun" coming in Thursday.

"Born Yesterday" is still doing fine business at the Victoria, with $25,000 due for a ninth week. At the Astor, "Harvey" is holding up with $10,000 estimated for its ninth week. "Cyrano de Bergerac" is off slightly at the Bijou, but its expected $9,000 for a 15th week is more than satisfactory for a two-a-day policy.

While a number of houses are bringing in new shows for the holiday, the Roxy is holding "Call Me Mister" and Danny Kaye on stage for an extra two days, with "U.S.S. Teakettle" bowing in on Friday. "Mister" is expected to pull $107,000 for its final nine days, a figure that concludes one of the theatre's recent best three-week runs. The Ritz Brothers will head the new stage bill.

Another successful four-week run will end tonight, at the Paramount, where "At War With the Army" is winding up with a substantial $53,000; "Cry Danger" will open there tomorrow, with Russ Case's band on stage. "Operation Pacific" is having a mild third week at the Strand, with about $24,000 estimated for the period. Denise Darcel tops the stage show.

"Vengeance Valley" got off to a rather disappointing start at the Capitol, with about $46,000 due for its first week, which ends on the eve of the holiday. Blue Barron's orchestra heads the stage entertainment.

Good Weekend at State

"Tomahawk," which started Saturday, at Loew's State, had a good weekend and is expected to gross, with the holiday take, a healthy $30,000. "Sugarfoot" is being pulled after two days short of two weeks at the Globe to make way on Thursday for "No Orchids for Miss Blandish." "Sugarfoot" is expected to gross about $7,000 in its final five days.

The Park Avenue, Walter Reade's off-Broadway showcase, is having its best first week under Reade management, with "Of Men and Music" steadily building to an estimated $14,500 for an initial week. This does not include Thursday's holiday. Also off-Broadway, "Trio" is grossing a steady $6,000 for its 20th week, at the Sutton.

"The Second Woman" will conclude a three-week run tonight at the Rivoli, with a quiet $10,000 estimated for the final period," "The 13th Letter" will open there tomorrow.

The Mayfair has been doing good business with a pair of re-issues, "The Last Gangster" and "The Big Store," with about $8,000 due for a final five-day period of a four-week run; two other re-issues. "Dodge City" and "Virginia City," will open there on Thursday.

Theatre Cuts Prices

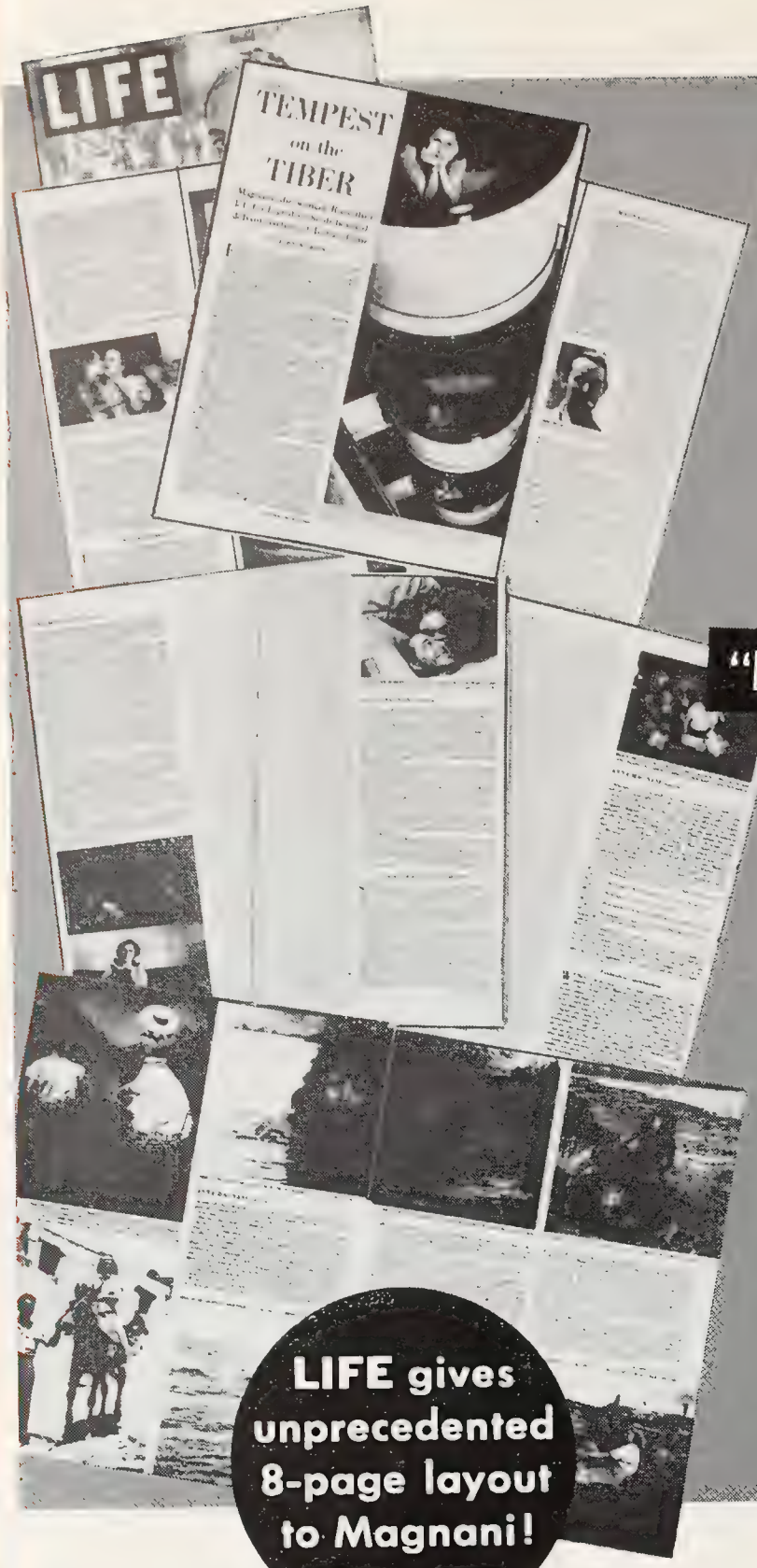
HARTFORD, Feb. 19.—Loew's Poli Bijou, New Haven, has launched a new policy of reduced prices, with matinee seats set at 35 cents, and evening seats at 50 cents.



ON THESE following pages, Eagle Lion inaugurates a NEW idea in motion picture advertising. For certain forthcoming major releases the entire Eagle Lion Press Book will be presented to the industry in this form.

Additional copies of this Press Book are available in the usual manner from your local National Screen Exchange.

Released through EAGLE LION



ANNA MAGNANI

THE SENSATION OF "OPEN CITY"...

"Most impressive actress since Garbo."—LIFE

IN HER FIRST ALL-ENGLISH DRAMA...

"VOLCANO"

LIFE gives unprecedented 8-page layout to Magnani!

AND HERE'S HOW TO EXPLOIT MAGNANI LOCALLY...

"Anna Magnani in her first all-English drama"—that's a highly exploitable combination which should be socked across locally with stunts like these:

The eight-page LIFE layout on Magnani would make an excellent advance 40x60 for out front. Still of this layout is available as Still VOL.—Exp. 1. Copy can be as illustrated above.

* * *

Art used on the Press Book cover can be used for over-marquee display with colored light simulating fires bursting from the volcano.

* * *

Don't forget to highlight in all your displays the fact that "Volcano" is "Magnani's first all-English drama."

An additional lobby attention-getter can use headline reading "Is Magnani the New Queen of the Screen?" This display can be illustrated with stills of Garbo and Bergman plus "Volcano" stills VOL.—3, 6, 21, 30, 31.

* * *

In addition to your Magnani exploitation, interest can be called to some of the exciting sequences in "Volcano" by using a *see board* including the highlight scenes from the ads.

* * *

A FREE radio spot platter is available on "Volcano" which includes nine spots—three 1-minute, three 30-second and three 15-second announcements. Order this FREE platter from Exploitation Manager, Eagle Lion Classics, 165 W. 46th St., New York 19, N. Y.

VOLCANO PUBLICITY

Realistic Movie 'Volcano' Magnani's First in English

Filmed with uncompromising realism, "Volcano," first all-English drama starring the world-famous actress Anna Magnani makes its local debut next ..... at the ..... Theatre.

"Volcano," has the additional distinction of being produced and directed by William Dieterle who directed such great hits as the Academy Award-winning "Life of Emile Zola," "Louis Pasteur," "Love Letters," "I'll Be Seeing You" and "Portrait of Jennie."

Despite the fact that she has been seen in the United States in only a few films including "Open City" and "Angelina," Magnani has become one of the world's best-known actresses. Fiery, temperamental and deep-voiced, Magnani is an actress in the grand tradition. She is a performer whose off-screen life is as fascinating as any role she has portrayed.

Discipline by Dieterle

"Volcano" gives Magnani a chance to let out all the stops under the discipline that only a director as famous in his own right as Dieterle can enforce on so tempestuous a personality.

She portrays a fallen woman forced to leave Naples by the police. Magnani returns to Volcano, craggy island of her birth, in search of a new life. Barred from all jobs because of her past, she becomes involved in a love triangle with her sister, played by Hollywood actress Geraldine Brooks and an unscrupulous diver portryed by Rossano Brazzi, recently seen as the Professor in MGM's "Little Women."

Among the other well known actors in "Volcano" is Eduardo Ciannelli, veteran of hundreds of Hollywood films, including "Marked Women," "Gunga Din," and, most recently "Prince of Foxes." Also cast as the little brother of Magnani and Geraldine Brooks is Enzo Staiola, famous as the youthful hero of "The Bicycle Thief."



Mat 2B **Still VOL.-8**

Anna Magnani and Geraldine Brooks in a scene from "Volcano," Magnani's first all-English drama opening.....at the..... Theatre. Rossano Brazzi is also co-starred in "Volcano."

Dieterle Makes Trip From U. S. to Italy To Direct 'Volcano'

The recent upsurge of interest in shooting films in Italy has seen many leading American stars cross the ocean to make pictures there, but William Dieterle is one of the first outstanding directors to make the trek from Hollywood.

Dieterle crossed the ocean to make "Volcano," Anna Magnani's first all-English drama, which tells the story of a strange love triangle set on the rocky island of Vulcano. The picture opens..... at the.....Theatre.

The accolade "outstanding director" certainly fits Dieterle for few meggers can match his list of credits.

Academy Award History

Among the early Dieterle successes were "The Last Flight," "Madam DuBarry" and "Midsummer Night's Dream." He followed this with "The Story of Louis Pasteur" for which Paul Muni won an Academy Award and "The Life of Emile Zola."

Dieterle is widely known as a strict disciplinarian on the set and movie insiders prophesied freely that the eruptions on the set when he tangled with iron-willed Anna Magnani would resemble the eruptions of the volcano for which the film is titled.

Despite these dire predictions, Dieterle soon asserted his mastery and the rest of the cast of "Volcano" including Eduardo Cianelli, Rossano Brazzi, recently seen as the Professor in MGM's "Little Women," Geraldine Brooks and Enzo Staiola, young star of "The Bicycle Thief" were amazed by the calm that prevailed.

Kiss for Screen Scares Magnani

"I can't! I've never kissed a man on the screen and I'd be embarrassed!"

This speech from Anna Magnani almost shattered the imperturble calm of William Dieterle who directed the internationally famed actress in her first English language drama, "Volcano," which opens .....at the..... Theatre.

Magnani, believer in "down-to-earth realism—Magnani, tempestuous fury off the screen and on the set — Magnani, embarrassed"! The Italian members of the crew were doubly stunned.

It took hours for Dieterle with the help of Rossano Brazzi, recently seen as the professor in MGM's "Little Women," who co-stars with Magnani, to get the actress to make the scene.

After it was over she went and hid in a corner mumbling "They're all going to laugh when they see me kissing on the screen."



Mat 1A **Still VOL.-3**

Anna Magnani and Rossano Brazzi in a scene from "Volcano," her first all-English drama opening.....at the.....Theatre.

New Film Queen Not Glamor Girl

It is odd that Anna Magnani whom many critics pick to inherit the mantle of Garbo and Bergman as queen of the screen is not a raving beauty.

She hardly ever combs her hair, wears plain black dresses and has rather large teeth.

But as audiences can see in Magnani's first English language drama "Volcano," which opens .....at the.....Theatre, she is literally explosive as an actress.

Like the volcano which gives the film its title, Magnani is always either erupting or on the point of it. She has, according to the enraptured critics, an ability to transmit an illusion of femininity and sensualism which can almost be felt physically.

Child Film Actor Prefers Soccer

Enzo Staiola, sensation of the international hit "The Bicycle Thief" will soon be seen again by American audiences as a featured player in "Volcano," Anna Magnani's first English language drama which opens.....at the ..... Theatre.

In "Volcano," Staiola portrays the younger brother of Anna Magnani and Geraldine Brooks who play sisters living on the rocky island of Vulcano for which the picture is titled.

Staiola is completely unspoiled by his success and his only ambition is to grow up to be a great soccer player.

VOLCANO

THE CREDITS

Anna Magnani in "Volcano," with Geraldine Brooks and Rossano Brazzi, Eduardo Ciannelli and Enzo Staiola. Produced and Directed by William Dieterle. Story by Renzo Avanzo. Screenplay by Piero Tellini and Victor Stoloff. Dialogue, Erskine Caldwell and Viraliano Brancati. Photography by Arturo Gallea. Production Manager, Arturo Oliver. Adapter and Architect, Mario Chiari. Documentary Films by Mariani. Submarine scenes taken with special equipment and by special experts of the Panaria. An Artists Associates-Panaria Films production. An Eagle Lion release.

THE CAST

Magdalena .....Anna Magnani
Maria.....Geraldine Brooks
Donato .....Rossano Brazzi
Guard.....Eduardo Cianelli
Brother.....Enzo Staiola

THE STORY

Magdalena is forced to leave Naples by the police and returns to the rocky island of her birth, Vulcano. There she lives with her sister Maria and her younger brother.

The two sisters go to work helping a diver, Donato, to do some salvage work. Maria falls in love with Donato and determines to leave the island with him.

Magdalena tries to stop her and finally kills Donato by cutting off his air supply when he is under water. Maria curses her sister and Magdalena despondently throws herself into the island's volcano as it begins to erupt.

Miss Brooks Gains Star Rating in Italy

Geraldine Brooks feels that Horace Greeley's famous line "Go West, Young Man" should be switched to "Go to Italy, Young Actress"—that prescription has won stardom for the attractive Miss Brooks.

The picture that helped zoom her up the ladder is Anna Magnani's first all-English drama "Volcano," which opens ..... at the ..... Theatre.

Miss Brooks, who has won recognition as an exceptionally gifted actress, got the "Volcano" role after doing a test for William Dieterle who directed the Magnani vehicle.

Dieterle was looking for an "uncivilized beauty" to play the part of an Italian peasant girl who, in "Volcano," is Magnani's sister. Geraldine prepared for the test by getting deeply sun-tanned and by staying away from beauty parlors.

Clicked With Dieterle

She clicked with Dieterle and when "Volcano" was finished won even the plaudits of the perfectionist Magnani.

The release of the Italian version of "Volcano" started a flood of plaudits from Italian critics. These resulted in another starring role for Miss Brooks in an Italian film. She now has a contract to make one Italian film a year and is free to continue her Hollywood career.

Geraldine is probably the only actress to be named for a costume company. Her father is the president of Brooks costumers which outfit most of the Broadway shows. Her real name is Stroock.

She learned Italian while making "Volcano" in that country. She is now fluent in that language after being tutored by Magnani and the other "Volcano" co-star Rossano Brazzi.



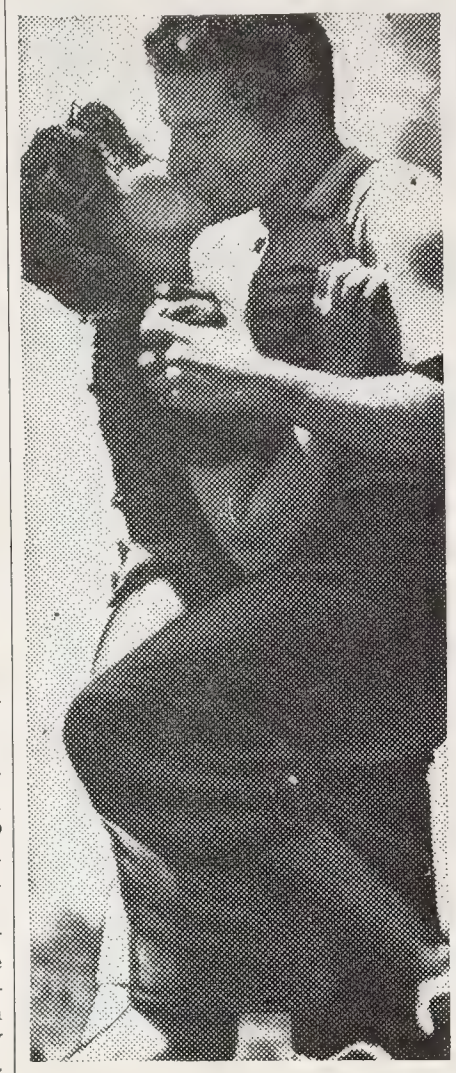
Mat 2C Still VOL.-2

Geraldine Brooks and Anna Magnini intently examine a letter in this scene from "Volcano," Magnani's first all-English drama which opens.....at the.....Theatre.

'Volcano' Blends Qualities Of U.S. and Italian Films

One of the outstanding phenomena of the post-World War II years has been the great interest in Italian motion pictures. Films like "Paisan," "Open City," "Shoe Shine," "The Bicycle Thief," "Panic" and others have attracted increasingly wider audiences.

Despite the acclaim awarded these pictures for their uncompromising realism and daring themes they have reached only a small part of American film audiences. The language barrier, European production values and unknown actors have confined them to a comparatively few "art" theatres.



Mat 1B Still VOL.-33

Geraldine Brooks and Rossano Brazzi in a scene from "Volcano," Anna Magnani's first all-English drama, which opens.....at the .....Theatre.

A small but determined group of men decided to attempt a film which would combine all that was best in Italian pictures with some of the finest qualities of Hollywood films. The result is "Volcano," a tempestuous romance starring the great Anna Magnani in her first all-English drama which opens..... at the ..... Theatre.

Dieterle Chosen to Direct

"Volcano" was actually filmed in its entirety on the rocky island of Vulcano by Director William Dieterle who has turned out scores of Hollywood hits including such films as "Zola," "Louis Pasteur," "Portrait of Jennie" and "Rope of Sand."

Star Anna Magnani has been seen in such smash Italian hits as "Open City" and "Angelina." Dieterle and Magnani represent almost all that is best in American and Italian films.

The rest of the cast of "Volcano" offers a similar international flavor. Co-starred with Miss Magnani are Geraldine Brooks who has been seen in "Possessed," "The Reckless Moment" and "Embraceable You" plus Rossano Brazzi.

Star of 'Bicycle' Cast in 'Volcano'

Enzo Staiola, who became one of the world's most famous child actors with the release of "The Bicycle Thief," takes a very adult attitude toward film-making.

On the set of "Volcano," first English language film starring fiery Anna Magnani which opens .....at the ..... Theatre, Enzo acted like a real trouper.

He was the first one on the set every morning; always knew his lines; took orders from Director William Dieterle without a murmur, and was a real ray of sunshine who brightened up the whole cast.

However, when the picture was locked in the can, Enzo gave a typical boy's answer to Dieterle's question about what he planned to do next. "Why, I'm going home and play football," he laughed.

Dieterle Unmasks Geraldine Brooks

Director William Dieterle is widely known for hits like the Academy Award-winner "Zola," "Louis Pasteur," "Portrait of Jennie" and "Love Letters." He also seems about to win additional honors as a discoverer of talent.

When he was looking for an unspoiled beauty to play Anna Magnani's younger sister in "Volcano," the internationally acclaimed Italian actress' first all-English film, he found her right in Hollywood in Geraldine Brooks.

Miss Brooks had been seen in films like "Possessed" and has always been considered a "glamor-girl" type. But Dieterle saw real beauty under the layers of make-up and persuaded her to go to Italy to play the part in "Volcano."

It is to his credit that in "Volcano," which opens.....at the .....Theatre, with no makeup and with uncombed hair she gave a performance that won plaudits even from Magnani.



3 Col. Ad Mat 301—369 Lines



2 Col. Ad Mat 203—200 Lines



1 Col. Ad Mat 103—72 Lines



1 Col. Ad Mat 102—14 Lines



2 Col. Ad Mat 201—58 Lines



1 Col. Ad Mat 101—28 Lines



2 Col. Ad Mat 202—100 Lines

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THREE SHEET

LOBBIES



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ORDER ALL
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PLUS SET
OF EIGHT
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FROM NATIONAL
SCREEN SERVICE



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MOTION PICTURE DAILY'S BOOKING CHART

WEEK OF	COLUMBIA	EAGLE LION CLASSICS	M-G-M	MONO.	PARA.	REPUBLIC	RKO	20TH-FOX	U. A.	UNIV.-INT'L.	WARNERS	LIPPERT
Jan. 14	(Jan. Releases) THE GREAT MANHUNT Doug. Fairbanks, Jr. Glynis Johns D—97 min. (Rev. 10/5/50) THE FLYING MISSILE Glenn Ford Viveca Lindfors D—92 min. (Rev. 12/28/50) STAGE TO TUCSON (Color) Rod Cameron O—82 min. (Rev. 12/15/50 GASOLINE ALLEY Scotty Beckett CD—77 min. (Rev. 1/17/51) GENE AUTRY AND THE MOUNTIES O—70 min. (Rev. 1/17/51) PRAIRIE ROUNDUP Charles Starrett O—53 min. (Rev. 1/22/51)	(Jan. Releases) THE WICKED CITY Maria Montez Jean-Pierre Aumont D MR. UNIVERSE Jack Carson Bert Lahr C—89 min. (Rev. 1/15/51) KOREA PATROL Richard Emory Teri Duna D—57 min. (Rev. 12/28/50) OLIVER TWIST Robert Newton Alec Guinness D THE SUN SETS AT DAWN Sally Parr Philip Shawn D—71 min. (Rev. 11/9/50) TWO LOST WORLDS Laura Elliott Jim Arness D—61 min. (Rev. 2/1/51)	GROUNDS FOR MARRIAGE Van Johnson Kathryn Grayson C-91 min. (Rev. 12/12/50)	COLORADO AMBUSH Johnny Mack Brown O	(Jan. Releases) BRANDED (Color) Alan Ladd Mona Freeman O—95 min. (Rev. 11/15/50) AT WAR WITH THE ARMY Dean Martin Jerry Lewis C—92 min. (Rev. 12/12/50)	PRIDE OF MARYLAND Peggy Stewart Stanley Clements D—60 min. (Rev. 1/8/51)	GAMBLING HOUSE Victor Mature Wm. Bendix D—80 min. (Rev. 12/22/50)	(Jan. Releases) THE MUDLARK Irene Dunne D—99 min. (Rev. 11/27/50) HALLS OF MONTEZUMA (Color) Richard Widmark D—113 min. (Rev. 12/11/50) THE MAN WHO CHEATED HIMSELF Lee J. Cobb Jane Wyatt D—81 min. (Rev. 12/18/50)		(Jan. Releases) FRENCHIE (Color) Joel McCrea Shelley Winters D—81 min. (Rev. 11/30/50) HARVEY James Stewart Josephine Hull C—104 min. (Rev. 11/13/50) UNDER THE GUN Richard Conte Audrey Totter D—84 min. (Rev 12/15/50)	HIGHWAY 301 Steve Cochran Virginia Grey D—83 min. (Rev. 11/28/50)	THREE DESPERATE MEN Preston Foster Virginia Grey D—69 min. (Rev. 1//17 51) (Release: 1/12/51)
Jan. 21			KIM (Color) Errol Flynn Dean Stockwell D—113 min. (Rev. 12/5/50)	BOWERY BATTALION Leo Gorcey C—69 min. (Rev. 2/14/51)		BELLE LE GRAND John Carroll Vera Ralston D—90 min.						
Jan. 28				BLUE BLOOD (Color) Bill Williams Jane Nigh D—72 min. (Rev. 1/16/51)		ROUGH RIDERS OF DURANGO Allan "Rocky" Lane O—60 min (Rev. 2/6/51)					OPERATION PACIFIC John Wayne Patricia Neal D—111 min. (Rev. 1/9/51)	
Feb. 4	(Feb. Releases) BORN YESTERDAY Judy Holliday Broderick Crawford C—103 min. (Rev. 11/17/50) OPERATION X Edward G. Robinson Peggy Cummins D-79 min. (Rev. 12/18/50)	FIGHTING REBELS O VOLCANO Anna Magnani D THEY WERE NOT DIVIDED Edward Underdown D—102 min.	THE MAGNIFICENT YANKEE Louis Calhern Ann Harding D—89 min. (Rev. 11/15/50)	ABILENE TRAIL Whip Wilson O	(Feb. Releases) THE GREAT MISSOURI RAID (Color) Wendell Corey Macdonald Carey D—85 min. (Rev. 12/1/50)	SPOILERS OF THE PLAINS Roy Rogers Penny Edwards O—68 min. (Rev. 2/6/51)	PAYMENT ON DEMAND Bette Davis Barry Sullivan D—90 min. (Rev. 2/15/51)		(Rob't Stillman Prods.) SOUND OF FURY Frank Lovejoy Lloyd Bridges D—90 min. (Rev. 12/6/50)			THE STEEL HELMET Gene Evans Steve Brodie D—84 min. (Rev. 1/3/51) (Release: 1/24/51)
Feb. 11			VENGEANCE VALLEY (Color) Burt Lancaster Robert Walker O—83 min. (Rev. 2/5/51)	RHYTHM INN Jane Frazee Mc—73 min. (Rev. 2/6/51)			CRY DANGER Dick Powell Rhonda Fleming D—79 min. (Rev. 2/1/51)	(Feb. Releases) CALL ME MISTER (Color) Betty Grable Dan Dailey M—95 min. (Rev. 1/24/51)	(Harry M. Popkin) THE SECOND WOMAN Robert Young Betsy Drake D—91 min. (Rev. 1/17/51)		STORM WARNING Ginger Rogers Ronald Reagan D—93 min. (Rev. 12/6/50)	
Feb. 18	COUNTERSPY MEETS SCOTLAND YARD Howard St. John D—67 min. (Rev. 11/21/50) RIDING THE OUTLAW TRAIL Charles Starrett O—56 min. (Rev. 2/9/51)	MY BROTHER, THE OUTLAW Mickey Rooney Robert Preston O—82 min. (Rev. 2/6/51) SKIPALONG ROSENBLOOM Maxie Rosenbloom Max Baer CO—73 min. DERBY WINNER D	CAUSE FOR ALARM Loretta Young Barry Sullivan D—74 min. (Rev. 1/26/51)	THE VICIOUS YEARS Tommy Cook Gar Moore D—79 min. (Rev. 2/23/50)		MISSING WOMEN Penny Edwards James Millican D NIGHT RIDERS OF MONTANA Allan "Rocky" Lane O SILVER CITY BONANZA Rex Allen O	HIS KIND OF WOMAN Robert Mitchum Jane Russell D THE THING Margaret Sheridan Kenneth Tobey D	HIS KIND OF WOMAN Robert Mitchum Jane Russell D I'D CLIMB THE HIGHEST MOUNTAIN (Color) Susan Hayward William Lundigan D—88 min. (Rev. 1/12/51) THE 13th LETTER Charles Boyer Linda Darnell D—85 min. (Rev. 1/19/51)		(Feb. Releases) OPERATION DISASTER John Mills D—100 min. (Rev. 1/10/51) TOMAHAWK (Color) Van Heflin Yvonne De Carlo O—82 min. (Rev. 1/8/51) BEDTIME FOR BONZO Ronald Reagan Diana Lynn C—83 1/3 min. (Rev. 1/15/51) TARGET UNKNOWN Mark Stevens Don Taylor D—90 mins. (Rev. 1/30/51)	THE ENFORCER Humphrey Bogart D—87 min. (Rev. 1/23/51)	FINGERPRINTS DON'T LIE Richard Travis Sheila Ryan D (Release: 3/3/51)
Feb. 25	REVENUE AGENT Douglas Kennedy Jean Willes D—72 min. (Rev. 12/5/50)	THE HOODLUM D THE BLUE LAMP Jack Warner Jimmy Hanley D—84 min. (Rev. 6/1/50)	THREE GUYS NAMED MIKE Jane Wyman Van Johnson C—79 min. (Rev. 2/9/51)	NAVY BOUND Tom Neal Regis Toomey D	(Mar. Releases) SAMSON AND DELILAH (Color) Hedy Lamarr Victor Mature George Sanders D—128 min. (Rev. 10/21/49)	CUBAN FIREBALL Estelita Rodriguez Warren Douglas CD	TARZAN'S PERIL Lex Barker Virginia Huston D	(Mar. Releases) SWORD OF MONTE CRISTO (Color) George Montgomery Paula Corday D			SUGARFOOT (Color) Randolph Scott Adele Jergens O—80 min. (Rev. 1/30/51)	MASK OF THE DRAGON Richard Travis Sheila Ryan D (Release: 3/17/51)
Mar. 4	A YANK IN KOREA Lon McCallister D—73 min. (Rev. 2/13/51)		THE RED BADGE OF COURAGE Audie Murphy Bill Mauldin D	MAN FROM SONORA Johnny Mack Brown O—54 min.	THE MATING SEASON Gene Tierney John Lund Thelma Ritter C—101 min. (Rev. 1/10/51)	OH! SUSANNA (Color) Rod Cameron Adrian Booth O—90 min		LUCKY NICK CAIN George Raft Coleen Gray D—87 min. (Rev. 2/7/51) BIRD OF PARADISE (Color) Louis Jourdan Debra Paget D OF MEN AND MUSIC (Concert Feature) M—85 min. (Rev. 11/27/50)			LIGHTNING STRIKES TWICE Ruth Roman Richard Todd D—91 min. (019)	
Mar. 11	(Mar. Releases) "M" David Wayne Howard DaSilva D AL JENNINGS OF OKLAHOMA (Color) Dan Duryea Gale Storm O—79 min. (Rev. 1/17/51)	WHITE HEATHER Ray Milland Marius Goring D			THE REDHEAD AND THE COWBOY Glenn Ford Edmond O'Brien Rhonda Fleming O—60 min. (Rev. 12/7/50)	INSURANCE INVESTIGATOR Audrey Long Richard Denning D	BEST OF THE BADMEN (Color) Claire Trevor Robert Ryan O				(Re-release) DODGE CITY Errol Flynn Olivia De Havilland O—104 min. (017) (Rev. 4/4/39)	STOP THAT CAB Sid Melton Iris Adrian D (Release: 3/31/51)
Mar. 18	TEXANS NEVER CRY Gene Autry O FORT SAVAGE RAIDERS Charles Starrett Smiley Burnette O	SIOUX AMBUSH O WHEN I GROW UP Robert Preston Martha Scott Bobby Driscoll D	ROYAL WEDDING (Color) Fred Astaire Jane Powell MC—93 min. (Rev. 2/6/51)	GYPSY FURY Viveca Lindfors D	MOLLY Gertrude Berg D—83 min. (Rev. 11/24/50)					(Mar. Releases) THE GROOM WORE SPURS Ginger Rogers Jack Carson C—80 min. (Rev. 2/5/51)	(Re-release) VIRGINIA CITY Errol Flynn Miriam Hopkins O—121 min. (018) (Rev. 3/20/40)	
Mar. 25	MY TRUE STORY D	SO LONG AT THE FAIR Jean Simmons Dirk Bogarde D—90 min. (Rev. 1/19/51)		LION HUNTERS Johnny Sheffield D (5109)		HEART OF THE ROCKIES Roy Rogers Penny Edwards OM				AIR CADET Stephen McNally Richard Long D—94 min. (115) (Rev. 2/19/51)	LULLABY OF BROADWAY (Color) Doris Day Gene Nelson M	

(Dates Are Based on National Release Schedules and Are Subject to Change. Letters Denote the Following: (D) Drama. (M) Musical. (C) Comedy. (O) Outdoor Action. Production Numbers Are in Parentheses. (Rev.) Motion Picture Daily Review Date.)

"VALENTINO" SMASH IN FRISCO

As of yesterday a.m. the first engagement of "Valentino" at the Orpheum Theatre was doing "the biggest business since the war years." And the quotes are exhib Sherrill Corwin's!

Now watch:

Springfield, Mass.
Cincinnati
Phoenix
Tucson
Oakland
Sacramento
Stockton
Berkeley

—Hail, Columbia!

COLUMBIA PICTURES PRESENTS "VALENTINO," AN EDWARD SMALL PRODUCTION IN COLOR BY TECHNICOLOR, STARRING ELEANOR PARKER • ANTHONY DEXTER WITH RICHARD CARLSON • PATRICIA MEDINA • JOSEPH CALLEIA • WRITTEN BY GEORGE BRUCE • PRODUCED BY EDWARD SMALL • ASSOCIATE OF PRODUCER—JAN GRIPPO • DIRECTED BY LEWIS ALLEN.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 69. NO. 36 NEW YORK, U. S. A., WEDNESDAY, FEBRUARY 21, 1951 TEN CENTS

See Interest In Swiss TV For National

Charles Skouras Would Buy if D. of J. Approves

National Theatres will purchase an interest in the Swiss Eidophore theatre television system, in which 20th Century-Fox already has acquired an interest, providing the Department of Justice registers no objection to the joint interest in the new development.

That was revealed to circuit operators here by Charles Skouras, National Theatres president, in describing the new theatre television system to them at a meeting Monday at United Paramount Theatres headquarters here.

The approval of the Department of Justice will be sought in advance in order to avoid complications or conflict with 20th Century-Fox's anti-trust suit consent decree, which is expected to be made final within a matter of days. The decree will call for the separation from 20th-Fox of

(*Continued on page 6*)

Three New Release Deals Set by UA; Two Delivered Now

With the new management group in control barely two days, United Artists announced yesterday the signing of release deals for three new pictures. Producers involved are Sam Spiegel, Bob Roberts and Douglas Sirk.

The announcement came from Arthur Krim. Two of the pictures, Roberts' "He Ran All the Way," star-

(*Continued on page 8*)

Arthur Krim Named President of U. A.

Arthur B. Krim was elected president of United Artists yesterday by an interim board of directors which was designated specifically for the purpose of providing the company with a successor to Frank McNamee who re-

(*Continued on page 8*)

World Brotherhood Plaque Is Presented to Gamble

Other American industries would be well-advised in following the motion picture industry's lead in spreading the doctrine of the brotherhood of man, Ted R. Gamble, head of Gamble Enterprises, said yesterday in accepting the World Brotherhood plaque for his work as amusements division chairman of the 1950 Brotherhood Week campaign.



Ted R. Gamble

Presentation of the plaque was made by Basil O'Connor, prominent in Brotherhood Week activities as

(*Continued on page 10*)

Hughes Silent, US To Press for Limit

WASHINGTON, Feb. 20.—Justice Department attorneys today were prepared to go before the New York Statutory Court tomorrow and argue for a two-year time limit on disposal by Howard Hughes of his trusteed stock in RKO Theatres, as suggested by the court.

At a late hour last night, Justice attorneys had not heard from Hughes' attorneys, and said they assumed that meant he was rejecting the court's suggestion. In that event, they said, they would submit to the court tomorrow a proposed order to carry out the suggestion and be prepared to argue for it. The order would give Hughes two years to dispose of his

(*Continued on page 10*)

Foreman, Meltzer Get Writers' Awards

HOLLYWOOD, Feb. 20.—The Screen Writers Guild tonight presented its third annual awards at a banquet in the Ambassador Hotel, attended by more than 1,000 members, Hollywood professionals and newsmen.

(*Continued on page 10*)

U.K. Exhibitors Ask 25% Maximum Quota

LONDON, Feb. 20.—The Cinematograph Exhibitors Association, submitting its suggestions on the future operation of Britain's quota act, requested by Harold Wilson, president of the Board of Trade, suggests that

(*Continued on page 6*)

Order 75-cent NY Minimum Wage for Theatres Today

New York State Industrial Commissioner Edward Corsi today will sign an order setting up minimum wage standards for more than 75,000 employes of the amusement and recreation industry in the state, with a 75-cent-per hour base pay rate to apply to motion picture theatre workers, with certain exceptions. The order will be effective April 22.

The order provides for a general minimum for the whole amusement industry of 75 cents per hour. At the same time, however, it sets up exceptions to this rate for certain occupations and locations.

In promulgating the new minimum wage order, the Commissioner ap-

(*Continued on page 2*)

Ascap Signing with Producers in Month

Negotiations between Ascap and film producers to determine the fees which will be paid by the latter for performing rights to music used in motion pictures are "progressing," an Ascap spokesman reported here yesterday. He estimated that all contracts would be signed in about a month.

Louis Bernstein, chairman of the Ascap negotiating committee, has returned to New York from Florida.

Meet Fri. On Program for Compo Drive

Depinet, Skouras Ask Industry Heads to Act

Plans for putting into actual operation the Council of Motion Picture Organization's project for creating a nationwide box-office drive are expected to be developed here on Friday at a luncheon-meeting to be held at the Metropolitan Club, given by Ned E. Depinet, COMPO president, and Spyros P. Skouras.

The luncheon, which will be attended by presidents of major companies, sales and advertising executives and the heads of several of leading theatre circuits and exhibitor organizations, was announced yesterday in telegraphed invitations signed by Depinet and Skouras. It is expected that nearly 50 will attend.

The invitations were issued in anticipation of action today by company presidents at a

(*Continued on page 10*)

Stockholders Okay Warner Brothers Divorcement Plan

The Warner Brothers plan of reorganization for the divorcement of Warner theatre holdings in the U. S. from production and distribution was approved yesterday at a stockholders meeting held at Wilmington, Del.

The re-organization, reached through a consent decree with

(*Continued on page 8*)

$1,813,000 W.B. Profit in Quarter

Warner Brothers Pictures, Inc. and subsidiary companies report for the three months ending Nov. 25, 1950 a net profit of $1,813,000 after provision of $2,000,000 for Federal income taxes and after a provision of $200,000 for contingent liabilities. The

(*Continued on page 8*)

"Brotherhood Week" February 18-25

NEWS in Brief . . .

SYRACUSE, N. Y., Feb. 20.—The opening of Paramount's "September Affair" at the new Astor Theatre tomorrow night will climax an extensive promotion campaign. Mayor Thomas J. Corcoran has proclaimed the day "Motion Picture Entertainment Day" to mark the dual event, the bow of the film and the opening of the new Astor, a City Entertainment Corp. operation.

•

John Wayne, Republic Pictures' star, will meet press and radio representatives here at a reception to be held in the Essex House at which Herbert J. Yates, Republic president, will be host.

•

William Lauten has been appointed trade news editor in the press department of National Broadcasting here. Lauten, who succeeds Michael Dann, recently named coordinator of NBC's television program package sales, has been a member of the NBC press department since Jan., 1949.

•

Hollywood, Feb. 20.—John Beck, who formed his own company to produce "Harvey," has signed with Howard Hughes as a producer.

•

Farley Granger has signed a new five-year contract with Samuel Goldwyn Productions, replacing a pact which still had several years to run, the company here announced.

75-cent Minimum

(*Continued from page* 1)

proves the recommendations of a nine-member minimum wage board for the amusement industry, headed by former Supreme Court Justice Francis X. Giaccone and including Samuel Rosen, vice-president of Fabian Theatres.

In motion picture theatres, a 75-cent per hour minimum wage is provided for all employes, with the following exceptions:

Cashiers, cleaners, porters and matrons are to receive a 75-cent-an-hour minimum in cities of over 50,000 population and in all communities of Westchester and Nassau counties. This same group of employes is to receive a minimum of 70 cents per hour in cities of from 10,000 to 50,000 and 65 cents per hour in communities of less than 10,000. Nassau and Westchester counties are, as previously stated, not included in the 70-cent and 65-cent categories.

Ticket-takers and doormen are to receive a 70-cent minimum per hour in cities of over 50,000 population and in all Nassau and Westchester communities; 65 cents an hour minimum in cities of from 10,000 to 50,000 and 60 cents an hour minimum in cities and other communities of less than 10,000 population.

Ushers, ramp and check-room attendants, various other unclassified service-staff workers and messengers in motion picture theatres are to be paid a minimum of 55 cents per hour in New York City, Nassau and Westchester, and 50 cents an hour elsewhere in the state.

Personal Mention

OSCAR A. DOOB, Loew's Theatres operating executive, is slated to return here today after a tour of company theatres in the South.

•

EDWARD L. HYMAN, vice-president of United Paramount Theatres, inc., accompanied by SIMON B. SIEGEL and ALBERT SICIGNANO, have arrived in Phoenix from New York for conferences with GEORGE AURELIUS, manager of Arizona-Paramount Corp.

•

LAWRENCE LAPIDUS, of Warner Theatres Albany office, has become the father of a baby girl, SANDRA MARCIA. The grandfather is JULES LAPIDUS, Warner's Eastern and Canadian division sales manager.

•

STANLEY KRAMER was the recipient of an award given yesterday by the Perstare et Presaere, New York University honor society, for the high standards set by his films.

•

BEN KATZ, Universal Pictures field representative, is in New York from Chicago.

PHIL WILLIAMS, March of Time theatrical sales manager, is due to return to New York today from the Coast.

•

LT. SAMUEL GOLDWYN, JR., who is attached to General EISENHOWER'S headquarters in Paris, is visiting London with his bride of six months, the former JENIFER HOWARD.

•

DAVID A. LIPTON, Universal's national director of advertising and publicity, left the Coast yesterday by plane for New York.

•

ROBERT STILLMAN, head of Stillman Productions, and IRVING RUBINE, vice-president, are due to arrive in Philadelphia from New York tomorrow.

•

EDWARD CHEYFITZ, Motion Picture Association of America executive, is due to fly to Washington today from the Coast.

•

ABNER J. GRESHLER, executive producer at Paramount, has arrived here from the Coast for a vacation.

Two Depinet Drive Meetings in Canada

Charles Boasberg, Sid Kramer and Carl Peppercorn of the RKO home office sales staff will leave here over the week-end for Canada to attend two meetings in connection with the 1951 Ned Depinet sales drive.

Presided over by Canadian drive captain Leo M. Devaney, one meeting will be held in Montreal at the Mount Royal Hotel on Feb. 26-27; the other will be held in Toronto at the King Edward Hotel on Feb. 28-29.

Attending the Montreal meeting will be Harry Cohen, manager of the Montreal branch, and Arthur Lee-White, manager of the St. John branch, and their respective staffs. The Toronto meeting will be attended by Toronto manager Jack L. Labow and his staff.

Following these two meetings Devaney will go to Winnipeg for a sales rally which will be attended by Winnipeg manager M. Nackimson, Calgary manager A. E. Elliott, and Vancouver manager J. F. Davie, and their staffs.

Big Doings at WB 'Raton' Premiere

Plans are under way for the world premiere of Warner's "Raton Pass," at the Kimo Theatre, at Albuquerque, N. Mex., on March 6, to be highlighted by the presence of Dennis Morgan, Steve Cochran and Dorothy Hart who appear in the picture. The players will also appear at a special premiere on the following night at the El Raton Theatre, Raton, N. Mex., which will also be accorded a series of special events.

High spots of premiere festivities were set up last month by Mort Blumenstock, Warner's advertising and publicity vice-president, after conferring with city and state officials.

Calls Para. Division Managers Meeting

Paramount has scheduled a meeting of divisional sales managers for March 2 and 3 at the home office, it was announced here yesterday by A. W. Schwalberg, president of Paramount Film Distributing Corp. It will be a continuation of Schwalberg's policy of holding periodic meetings for the exchange of ideas and the discussion and resolution of individual problems.

Attending the March meeting will be M. R. Clark, South Central division manager; J. J. Donohue, Central division manager; Howard Minsky, Mid-East; Hugh Owen, East and South; G. A. Smith, West, and Gordon Lightstone, Canadian general manager.

Present from the home office will be Barney Balaban, Adolph Zukor, Paul Raibourn, E. K. O'Shea, Oscar Morgan and Jerry Pickman, in addition to Schwalberg.

Stars Fly Here for Uruguay Festival

HOLLYWOOD, Feb. 20.—Evelyn Kees, June Haver, John Derek, Wendell Corey, Hugo Fregonese, accompanied by the group representing the international committee of the American Motion Picture Producers, fly to New York tomorrow en route to the international film festival at Punta del Este, Uruguay, as guests of the Uruguayan government.

Lizabeth Scott, Joan Fontaine, Patricia Neal, Florence Marly, Ricardo Montalban will join the party.

Video Film Unit Formed

CINCINNATI, Feb. 20.—Film-Art, Inc., has been organized here by Robert H. Yamin, Albert W. Gerdsen and Charles Metzger.

Newsreel Parade

PRESIDENT TRUMAN observing new U.S. weapons and a report from Korea head current newsreel items. Other subjects include the new basketball scandal in New York, and the marriage of the Shah of Iran. Complete contents follow:

MOVIETONE NEWS, No. 16—Flying box-cars aid UN in Korea. Gen. Eisenhower sails for Europe. President Truman at Army testing grounds. Thirteen-year-old "G.I." sent home. AAU track meet. Tennis. Skaters roll out the barrel.

NEWS OF THE DAY, No. 250—President Truman sees new weapons. Inside Canada's super-atomic plant. *Photoplay* magazine citations. Korea: "G. I." of 13 bids Army goodbye. Jalopy races. Barrel-jumping championships.

PARAMOUNT NEWS, No. 53—Race of jalopies. New York's big basketball scandal. President Truman inspects nation's newest weapons. Boy soldier goes home. UN forces continue "war of maneuver."

TELENEWS DIGEST, No. 8-A—Korea: See-saw battle. Maryland: President Truman views new arms. The Shah of Iran marries. Japanese volcano. New plane. Gen. Collins on Army power. Sports world—the Yankee dynasty.

UNIVERSAL NEWS, No. 432—Report from Korea. President Truman sees new arms. Hurricane lashes Spain. Bonzo the actor, in New York. Youngest soldier goes home.

WARNER PATHE NEWS, No. 55—President Truman visits Aberdeen proving grounds. "G. I.," 13, sent home from Korea. Dean Acheson urges Atlantic Pact arms aid. Shah of Iran marries. Inside Canada's atom plant. Korea report. Basketball "fix."

Hallmark in Deal With Criterion

HOLLYWOOD, Feb. 20.—Hallmark Productions has signed a deal with the Criterion Theatre, New York, whereby that house will be the future Broadway showcase of Hallmark pictures. The deal, announced here by Jack Thomas, vice-president and general manager, provides that "The Prince of Peace" will open at the Criterion on Good Friday, March 23.

Kroger Babb, Hallmark president, and Murphy McHenry, publicity head, will arrive in New York over the weekend to work out plans with the Criterion organization for an exploitation campaign.

Holiday Tomorrow For Film Companies

All major and most other film company and related industry offices here will be closed tomorrow, Washington's Birthday. Among those observing the holiday are Columbia, Eagle Lion Classics, M-G-M, Monogram, Motion Picture Association of America, Paramount, RKO, Republic, 20th Century-Fox, United Artists, Universal-International and Warner.

No Paper Tomorrow

***Motion Picture Daily* will not be published tomorrow, Washington's Birthday, a legal holiday.**

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DOLLAR "SIGN LANGUAGE!"

VENGEANCE VALLEY



BURT LANCASTER
HOT!
Plus Technicolor

The first reports are in from World Premieres at Florence, Colorado where it did more than twice as much as any previous M-G-M picture and Canon City, Colorado where it did more than three times as much as former M-G-M high. The next engagement at Nashville doubled "Devil's Doorway" and at Kansas City, it topped the Xmas business of "Ambush." As reports come in, it is evident that showmen have a sock audience attraction, a BIG M-G-M Technicolor entertainment to promote for pleasure and profit.

☆

M-G-M presents BURT LANCASTER in "VENGEANCE VALLEY" Co-starring Robert Walker • Joanne Dru • Sally Forrest with John Ireland • Ray Collins • Color by Technicolor Screen Play by Irving Ravetch • Based on the novel and Saturday Evening Post serial by Luke Short • Directed by RICHARD THORPE Produced by NICHOLAS NAYFACK • An M-G-M Picture

What has The Bronx got that Brooklyn

M





"MOLLY"

Starring

GERTRUDE BERG

as *Molly Goldberg*

with **PHILIP LOEB · ELI MINTZ**

EDUARD FRANZ · BARBARA RUSH · PETER HANSON

Produced by **MEL EPSTEIN** · Directed by **WALTER HART**

Screenplay by Gertrude Berg and N. Richard Nash · Based on the CBS radio and television programs as created by Gertrude Berg

BROTHERHOOD WEEK—February 18-25 Brotherhood—for Peace and Freedom. Believe it! Live it! Support it!

hasn't got?

—in one word:

OLLY

and when Molly pulls the strings, it's 90 minutes of laughter and romance that's

"A CINCH TO MOP UP!" —*Variety*

"A SURE-FIRE ATTRACTION!" —*Boxoffice*

"AN UNQUALIFIED SUCCESS!" —*Showmen's T. R.*

"CAPTIVATING AUDIENCE MATERIAL!" —*M. P. Herald*

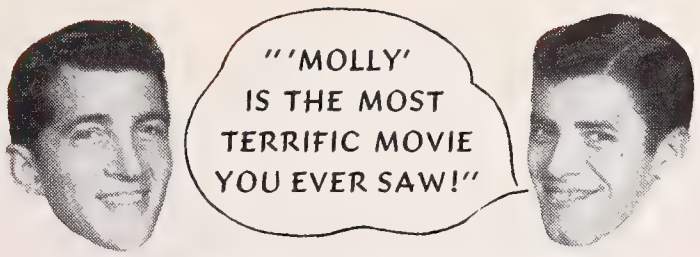
"EXCEPTIONALLY GOOD!" —*Harrison's Reports*

"HIGH-RATING COMEDY FOR STRONG BUSINESS!" —*The Exhibitor*



"Molly" Gets The Medal

from Parents Magazine as The Best Picture of The Month . . .



says Jerry Lewis in the

FREE TEASER TRAILER

featuring Martin & Lewis. Available soon at your Paramount Exchange.

What's Paramount Got That No Other Company Can Match?

Today's top performing product:

Cecil B. DeMille's
SAMSON AND DELILAH
Color by Technicolor

•

Martin & Lewis
AT WAR WITH THE ARMY

•

Alan Ladd
BRANDED
Color by Technicolor

•

Bing Crosby
MR. MUSIC

•

JOAN Fontaine · JOSEPH Cotten
SEPTEMBER AFFAIR
A Hal Wallis Production

•

THE GREAT MISSOURI RAID
Color by Technicolor

•

THE REDHEAD AND THE COWBOY
Glenn Ford
Edmond O'Brien
Rhonda Fleming

Fight Knocks Out Phonevision Gross

Chicago, Feb. 20.—Phonevision is even more vulnerable to the inroads of a telecast of a major sporting event than theatres, it is learned here as Zenith Radio reported today on the results of the seventh week of the system's 300-family test.

Phonevision's one-dollar-per-film audience neared the vanishing point last Wednesday night while the Ray Robinson-Jake LaMotta prize-fight was available free on the same television screens, through the courtesy of CBS-TV and Pabst Beer. Evidently Zenith, too, can look forward to poor grosses when free competition is tough.

New Date for Majors In Starview Action

CHICAGO, Feb. 20.—Balaban and Katz, Great States Theatres and major distributors have been given until March 19 to answer charges to the amended complaint of the anti-trust suit filed against them by the Starview Drive-in Theatre.

An amended complaint, filed early this month, asks for $150,000 damages whereas only equal playing time was sought when the case was originally filed in May, 1949.

Award to 'Teakettle'

The New York USO Campaign will award a citation on Friday to 20th Century-Fox for "U.S.S. Teakettle" as "an outstanding portrayal of civilians in uniform . . . whose morale is the concern of all Americans." The presentation will be accepted by Gary Cooper, star of the picture, and will be made on the stage of the Roxy Theatre, where the comedy will have its New York premiere on the same day. It will be presented by James E. Sauter, vice-president of USO and president of USO Camp Shows.

U. K. Exhibitors

(*Continued from page* 1)

the maximum quota which the country's production potential can sustain is 25 per cent.

Prepared by CEA's secretary, Walter Fuller, the suggestions reject British producers' claims that they can now turn out 45 first features annually. He places the maximum at 36, adding that even now British film production is losing £2,500,000 annually, and nearly twice that earlier.

Fuller also opposed restrictions on American production here and urged instead that "all reasonable facilities be made available to encourage American companies to produce over here."

He also opposed the British Film Producers' suggestion that exhibitors guilty of quota defaults be subject to loss of their theatre licenses by the Board of Trade. He pointed out that this would usurp the functions of the courts. The producers' suggestion appears headed for the discard.

Fuller conceded there may be some merit in the Producers' suggestion that the quota be fixed for three years but warned that there may be a further decline in British production, which would make it inadvisable to adopt such a plan now.

Slight Drop in Exports of U. S. Films and Equipment

WASHINGTON, Feb. 20.—Total value of U. S. exports of motion picture films and equipment last year amounted to $24,155,176, a slight drop from the $24,844,203 of 1949, the U. S. Commerce Department reported here today.

Department of Commerce film chief Nathan D. Golden said that while there were some actual gains in exports of 16mm. raw stock and in some classes of equipment, these were more than offset by sharp drops in shipments of 35mm. raw stock and in most classes of exposed feature films.

Shipments of all types of exposed feature film dropped from 283,674,453 feet, valued at $8,548,716 in 1949 to 271,601,228 feet valued at $8,315,954 last year. Exports of exposed 35mm. positive feature film fell from 240,-361,529 feet, valued at $7,026,339, to 235,954,832 feet, valued at $6,901,263. Shipments of exposed 35mm. negative feature film dropped in terms of linear feet but rose in dollar value. Last year's exports in this category were listed at 9,802,241 feet, valued at $621,-198, against 11,038,059 feet valued at $541,703 a year earlier.

16mm. Film Shipments

Commerce said that shipments of exposed 16mm. positive feature film dropped from a 1949 figure of 29,580,-184 feet, valued at $842,963, to a 1950 total of 23,956,960 feet, valued at $702,-754. In the exposed 16mm. negative category, shipments fell from 2,694,681 feet, valued at $137,711, to 1,887,195 feet, valued at $90,739.

Total shipments of all types of raw stock dropped from 366,907,461 feet, valued at $6,-541,816 in 1949, to 320,657,075 feet, valued at $6,239,156 last year. Exports of 35mm. positive raw stock fell in terms of both linear feet and dollars, while those of 35mm. negative raw stock increased in terms of linear feet but dropped in terms of dollars.

Shipments of 16mm. raw stock increased considerably in both the positive and negative categories, in terms both of linear feet and dollars. Shipments of 8mm. positive raw stock dropped, but those of 8mm. negative raw stock rose.

Camera Exports

In 1950, 15,327 cameras, valued at $1,338,938, were shipped abroad, against 11,016 cameras, valued at $1,-170,115 in 1949. The number of 35mm. cameras shipped actually dropped, but there were sharp gains in the 16mm. and 8mm. fields.

Last year, 21,881 projectors, valued at $3,611,533, were shipped, against 21,374, valued at $3,829,544 a year earlier. Exports of 8mm. projectors increased but those of 35 mm. projectors, 16mm. silent projectors, and 16mm. sound projectors dropped.

The value of exports of all other types of industry film equipment fell slightly, from $4,754,012 in 1949, to $4,649,595 in 1950. Shipments of sound recording equipment, motion picture screens and projection equipment parts rose, but those of sound reproducing equipment and arc lamps fell markedly.

MPA Foreign Unit Aided113Producers

One hundred and thirteen foreign film producers from 22 countries availed themselves of the services of the Motion Picture Association of America's Advisory Unit for Foreign Films during its initial year of activity, it is disclosed in the first annual report submitted by B. Bernard Kreisler, executive director of the unit, to John G. McCarthy, MPAA vice-president in charge of international affairs.

During the year, 77 of the 113 producers or their representatives visited MPAA offices in New York to get first-hand details on the nature and extent of the assistance program. Of the 77, 35 came from Italy and France. Other countries that sent emissaries for consultations include Argentina, Mexico, Canada, England, Eire, Switzerland, Norway, Denmark, Germany, Israel, Egypt, Turkey, Australia, India, Siam and Japan.

Walsh Cold to U. K. Labor Reciprocity

LONDON, Feb. 20.—Richard Walsh, president of the IATSE, has virtually rejected a proposed reciprocity agreement between his organization and the Association of Cinematograph and Allied Technicians here regulating the exchange of studio technicians between the two countries.

Walsh said he finds the proposal, suggested more than three years ago, to be impracticable. He believes it would decrease rather than increase employment among members of the two organizations; asserts that the traffic is one-way only, from the U. S. to Britain; that difficulties would arise in the case of independent producers, and that the proposed agreement would not be limited to groups. In other words, if an American cameraman came to Britain, a film editor might seek to work in Hollywood in exchange.

Walsh, however, favors the principle that neither British nor American technicians should take a job that would mean displacing an IATSE or ACT member in his own country.

Extend 'Yesterday' Run at the Woods

CHICAGO, Feb. 20.—The run of Columbia's "Born Yesterday" has been extended to eight, possibly 10 weeks at the Woods Theatre. The last film to play a similar length was "Broken Arrow."

"Born Yesterday" continues to be one of the Loop's big money-makers, hitting around $40,000 for its first week, $35,000 for its second, $22,000 for its third and fourth weeks, and $20,000 for its fifth week. The sixth week began today.

Hold 'Yesterday'

HOLLYWOOD, Feb. 20.—"Born Yesterday" will be held over for the ninth week, possibly the tenth, at the Pantages and Hillstreet theatres.

Swiss TV

(*Continued from page* 1)

National Theatres and question of the propriety of any new or continuing joint interests between the two might be pertinent to the finalizing of the consent decree.

Charles Skouras viewed the system in Switzerland recently with 20th Century-Fox officials and returned here very favorably impressed with it. He described the Eidophore system to leading circuit operators on Monday not with the idea of "selling" them on its advantages but more to answer their questions and satisfy their natural curiosity concerning it. It will be approximately another six months before Eidophore apparatus can be shipped here from Switzerland for practical tests and demonstrations.

Projection Rooms

The Swiss theatre TV can be installed in projection rooms, reportedly having a "throw" sufficient to serve in even the largest theatres, thus eliminating the need for TV booth replacements in theatre auditoriums. It is claimed, too, that the equipment is suitable for use in drive-in theatres, as well as standard indoor theatres.

There appears to be some remaining doubt as to whether or not it would be practicable to manufacture the equipment in Switzerland and import it to America. It is being conjectured that 20th-Fox probably will either license manufacturers here or enter into manufacture of the equipment itself, providing necessary materials are available during the international emergency.

A number of circuit operators who heard Skouras's description of the equipment were favorably impressed. Others reserved expression of opinions indicating they preferred to learn more about it or to see an actual demonstration.

Effect of System

It is believed, however, that the development will have an inescapable effect on circuit operators' plans for pooling orders for American-made theatre TV equipment to obtain a price reduction of $10,000 per set. National Theatres' Fox West Coast unit alone had planned to order 71 American sets under that arrangement. That prospect now appears to be definitely out of the question.

However, whether the plans in their entirety are killed in consequence of the new development, as is believed in some quarters will be determined in the next month or two.

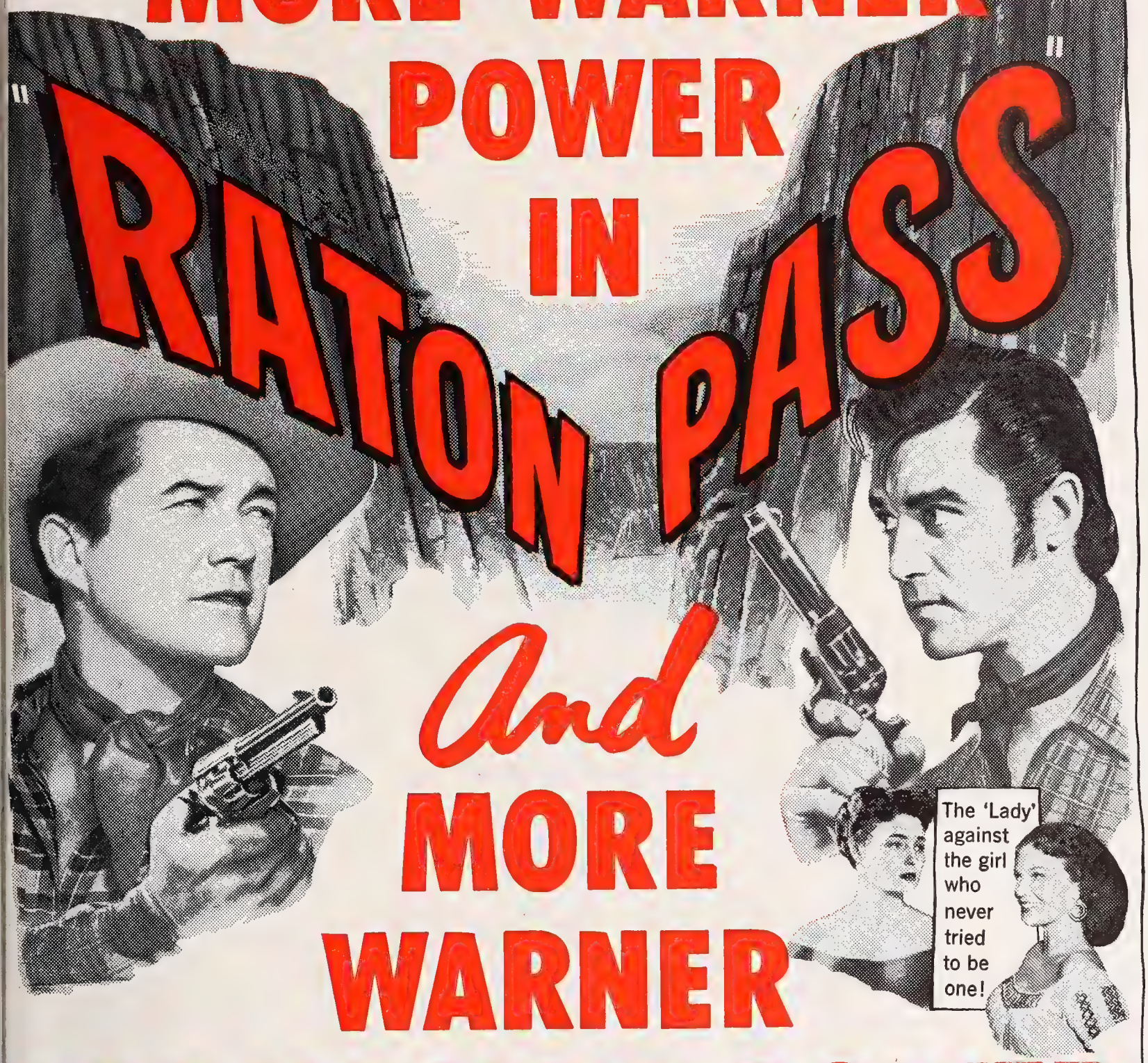
Comparatively little material is required for the manufacture of Eidophore, it was explained, and therefore the cost to the exhibitor of a single set may be only about $8,000. However, this figure is represented as a rough estimate, and therefore the actual cost may turn out to be somewhat more or less.

Charles Skouras gave his description to Monday's meeting of exhibitors at the invitation of Nathan L. Halpern, television consultant to Fabian Theatres. Halpern has been functioning as coordinator of exhibitors' efforts toward securing sufficient pledges to make possible the placing of mass orders with American manufacturers of Theatre TV equipment.

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TRADE SHOW FEB. 26

ALBANY
Warner Screening Room
79 N. Pearl St. • 12:30 P.M.

ATLANTA
20th Century-Fox Screening Room
197 Walton St. N.W. • 7:30 P.M.

BOSTON
RKO Screening Room
122 Arlington St. • 2:30 P.M.

BUFFALO
Paramount Screening Room
464 Franklin St. • 2:00 P.M.

CHARLOTTE
20th Century-Fox Screening Room
308 S. Church St. • 2:00 P.M.

CHICAGO
Warner Screening Room
1307 So. Wabash Ave. • 1:30 P.M

CINCINNATI
RKO Palace Th. Screening Room
Palace Th. Bldg. E. 6th • 8:00 P.M.

CLEVELAND
Warner Screening Room
2300 Payne Ave • 8:30 P.M.

DALLAS
20th Century-Fox Screening Room
1803 Wood St. • 2:00 P.M.

DENVER
Paramount Screening Room
2100 Stout St. • 2:00 P.M.

DES MOINES
Paramount Screening Room
1125 High St. • 12:45 P.M.

DETROIT
Film Exchange Building
2310 Cass Ave. • 2:00 P.M.

INDIANAPOLIS
20th Century-Fox Screening Room
326 No. Illinois St. • 1:00 P.M

JACKSONVILLE
Florida Theatre Bldg. Sc. Rm.
128 E. Forsyth St. • 2:30 P.M.

KANSAS CITY
20th Century-Fox Screening Room
1720 Wyandotte St. • 1:30 P.M.

LOS ANGELES
Warner Screening Room
2025 S. Vermont Ave. • 2:00 P.M.

MEMPHIS
20th Century-Fox Screening Room
151 Vance Ave. • 2:00 P.M.

MILWAUKEE
Warner Theatre Screening Room
212 W. Wisconsin Ave. • 2:00 P.M.

MINNEAPOLIS
Warner Screening Room
1000 Currie Ave. • 2:00 P.M.

NEW HAVEN
Warner Theatre Projection Room
70 College St. • 2:00 P.M.

NEW ORLEANS
20th Century-Fox Screening Room
200 S. Liberty St. • 8:00 P.M.

NEW YORK
Home Office
321 W. 44th St. • 2:30 P.M.

OKLAHOMA
20th Century-Fox Screening Room
10 North Lee St. • 1:30 P.M.

OMAHA
20th Century-Fox Screening Room
1502 Davenport St. • 1:00 P.M.

PHILADELPHIA
Warner Screening Room
230 No. 13th St. • 2:30 P.M.

PITTSBURGH
20th Century-Fox Screening Room
1715 Blvd. of Allies • 1:30 P.M.

PORTLAND
Jewel Box Screening Room
1947 N.W. Kearney St. • 2:00 P.M.

SALT LAKE
20th Century-Fox Screening Room
216 East 1st South • 2:00 P.M.

SAN FRANCISCO
Paramount Screening Room
221 Golden Gate Ave. • 1:30 P.M.

SEATTLE
Modern Theatre
2400 Third Ave. • 10:30 A.M.

ST. LOUIS
S'renco Screening Room
3143 Olive St. • 1:00 P.M.

WASHINGTON
Warner Theatre Building
13th & E. Sts. N.W. • 10:30 A.M.

DENNIS MORGAN • PATRICIA NEAL • STEVE COCHRAN IN "RATON PASS"

with SCOTT FORBES • DOROTHY HART Directed by EDWIN L. MARIN Produced by SAUL ELKINS Screen Play by TOM W. BLACKBURN and JAMES R. WEBB • From a Novel by Tom W. Blackburn • Music by Max Steiner

BROTHERHOOD FOR PEACE AND FREEDOM Believe it! Live it! Support it! BROTHERHOOD WEEK

WB Stockholders Reelect Directors

Five directors—Samuel Carlisle, Stanleigh P. Friedman, Charles S. Guggenheimer, Samuel Schneider and Morris Wolf—were re-elected by Warner Brothers stockholders at their annual meeting held yesterday at Wilmington, Del.

W. B. Profits

(*Continued from page* 1)

1950 third-quarter net is a drop of $1,376,000 from the same quarter in 1949. Net profit for the latter three months amounted to $3,189,000 after provision of $2,200,000 for Federal income taxes and after a provision of $250,000 for contingent liabilities.

The net profit for the three months ending Nov. 25, 1950 is equivalent to 26 cents per share on 6,821,600 shares of common stock outstanding, after deducting shares held in the treasury. The net profit for the corresponding period in 1949 was equivalent to 43 cents per share on 7,295,000 shares of common stock then outstanding.

Film rentals, theatre admissions, sales, etc., after eliminating inter-company transactions, for the three months ending Nov. 25, 1950, amounted to $27,926,000, compared with $32,712,000 for the corresponding period last year.

"The provision for estimated Federal taxes on income has been calculated as the rates provided under the existing Federal Income and Excess Profits Tax law. It is estimated that no excess profits tax provision is required, a Warner home office statement declared.

Between June 22, 1950 and the close of the last fiscal year, on Aug. 31, 1950, the company acquired a total of 297,700 shares of common stock at a cost of $3,739,000. During the quarter ending Nov. 25, 1950 the company purchased 175,700 shares of its common stock at a cost of $2,309,000. Between Nov. 25, 1950 and Jan. 11, 1951, 49,600 shares of the company's common stock was purchased at a cost of $618,000. All such purchases were made on the New York or Los Angeles Stock Exchanges. No common stock has been purchased by the company since Jan. 11, 1951.

Warner Brothers Pictures, Inc., and subsidiaries had, on Nov. 25, 1950, total current and working assets of $57,556,208, against current liabilities of $15,093,303.

Of current and working assets, some $18,696,324 was in cash, $5,180,717 was represented by United States Government securities, $6,553,211 was listed for advances to outside producers, and $24,141,110 represented inventories in released productions (at cost, less amortization, valued at $7,730,726); productions completed but not released, at cost, $5,862,300; productions in progress and charges to future productions, at cost, $8,365,167, and $2,182,907 estimated for rights and scenarios unproduced and raw materials and supplies, all listed at cost, or less.

Buildings, leaseholds, equipment, other fixed assets were listed at $103,086,002; their valuation, however, was reduced to $40,645,990 after reserves of $62,440,012 were written off for depreciation and amortization. This net $40,645,990 valuation of fixed assets, together with $47,782,280 in valuations of land, at cost, raised total fixed assets to $88,428,270.

Other assets of $10,831,410, together with all those listed above, brought the corporation's total assets to $156,815,888.

Warner had an earned surplus of $59,029,841 on Nov. 25, 1950.

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WB Stockholders

(*Continued from page* 1)

the Department of Justice, provides for Warner stockholders to receive one-half share in the new theatre company and the new picture company in exchange for each share now held. Warner has until April 4, 1953, to carry out the plan.

Under the plan, for which 5,079,833 shares were voted in favor and 41,579 shares voted against, Warner must divest itself of upwards of 54 theatres within two years. One half of the number must be disposed of within one year.

Next step in the divorcement proceedings is to take the approved plan before the New York Statutory Court before April 4, 1951, for final court approval. The last step, due within two years, is the transfer of assets from the parent company to the two new companies and the beginning of independent operation.

In the meantime, the present Warner company will continue to operate until its dissolution.

The stockholders also authorized the cancellation of the 523,000 shares of Warner common stock held in its treasury.

Review

"Father's Little Dividend"

(Metro-Goldwyn-Mayer)

SPENCER TRACY, who experienced a series of comic trials and tribulations in the title role of "Father of the Bride," now goes on to share the deeper rewards of life in the pivotal role in "Father's Little Dividend." The little dividend, of course, is a grandchild, and Tracy measures up proudly to this new challenge.

The same cast that appeared in the predecessor is now in the sequel. Once again Elizabeth Taylor portrays the new bride, with Joan Bennett as her mother, Don Taylor as her husband and Billie Burke and Moroni Olsen as the in-laws. The performers go through their chores like a well-coordinated team of champions. The picture is a merry romp, wholesome all the way, and magically designed to feast the entertainment appetites of all types of film-goers. Producer Pandro S. Berman and director Vincente Minnelli have combined their talents in an auspicious enterprise.

The knowledge of impending grandparentage brings stunning emotions to Tracy at first. It brings a sort of end-of-an-era feeling and he just is not ready to enter into such pastures. As for his wife, Miss Bennett, the news is a source of leaping delight. The screenplay, by Albert Hackett and Frances Goodrich, realizes all of the humor inherent in each situation as it lingers fondly over such events as the building of a new home for the couple, the joyous furnishing of it and the general feeling of life's joy. A misunderstanding develops when Don Taylor does some overtime work and Miss Taylor fears "another woman.' The rift is quickly repaired and Miss Taylor finally gives birth to a bouncing boy. The grandparents proceed to have a fieldday with the diapered newcomer as prideful rivalry between the grandparents develops another source of humor. Innovational incident follows incident before the curtain is rung down on the happy family.

Running time, 82 minutes. General audience classification. Release date, April 27.

MANDEL HERBSTMAN

Arthur Krim Named

(*Continued from page* 1)

signed as president last Friday.

A permanent UA board is due to be elected shortly after a number of appointments to management posts are made, doubtlessly within the next two weeks.

The interim board was named by a voting trusteeship consisting of Krim, Matthew Fox and Seymour Peyser, representing the Krim-Fox-Robert Benjamin group; Loyd Wright representing Charles Chaplin, and Mary Pickford, representing herself.

Fabian's Albany TV Show Wins Audience

ALBANY, N. Y., Feb. 20.—The telecast of the Siena-Georgetown basketball game in Fabian's Palace tonight, first of its exclusive kind and over the longest distance—350 miles, scored a tremendous audience and showmanship success. A standee crowd of 3800 rooted, cheered, whistled and laughed as the home-town five defeated Georgetown 57-49.

Early March Meet For SIMPP Board

A meeting of the board of the Society of Independent Motion Picture Producers, the first since last September, will be held in Hollywood during the week of March 5, with the exact date to be set by Ellis G. Arnall, SIMPP president, in about a week.

Arnall reported this here yesterday, adding that he would leave for Washington today. He will then go to Atlanta and will depart from there for the Coast on March 1.

Items on Agenda

The change in management control at United Artists, the raw stock situation and several other matters are scheduled for discussion by the SIMPP board. It was hoped that it would be convenient for Arthur B. Krim, who was elected the new UA president, to address the SIMPP board, Arnall said. However, Arnall added, it now appears that Krim will be unable to leave his duties in New York at that time. The Society board is looking forward, however, to a meeting with Krim at a later date should it be impossible for him to attend the forthcoming board session.

UA Release Deals

(*Continued from page* 1)

ring John Garfield and Shelley Winters, and Sirk's "The First Legion," starring Charles Boyer, are completed and will be delivered to UA for world wide release this week.

The third, to be produced by Spiegel and directed by John Huston for Horizon Pictures, is "African Queen," in Technicolor. It will co-star Humphrey Bogart and Katherine Hepburn, with shooting to start April 1 on location in Africa.

Previous Status

None of these pictures was on the list of those contracted for UA release under deals closed with company managements which functioned prior to the take-over by Krim, Robert Benjamin and Matthew Fox. That list includes: two awaiting release, I. G. Goldsmith's "The Scarf" and Irving Allen's "New Mexico"; three in the editing stage, S. P. Eagle's "The Prowler," W. Lee Wilder's "Three Steps North" and Robert Stillman's "Queen for a Day," and one in production, Harry M. Popkin's "The Well." Additionally, it includes two planned by Stanley Kramer, and one each planned by Stillman, Popkin, Wilder and Goldsmith. The company has some 24 pictures in various levels of release at present.

No Profits Tax on First $24-Million

Warner Brothers will not be required to pay an excess profits tax until the consolidated earnings of the company and its subsidiaries exceed $24,000,000, company stockholders were told at their annual meeting in Wilmington, Del., yesterday.

The estimate was made under the present Federal Excess Profits Law and assumes that the company will file a consolidated income tax return.

"...TECHNICOLOR has served the motion picture industry faithfully and well."

In a letter to Dr. HERBERT T. KALMUS from Harry C. Arthur, Jr., president Fanchon & Marco, Inc.



TECHNICOLOR acknowledges with pride the Special "Box-Office Winner" Award presented by Fanchon & Marco's St. Louis Theatres.

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HERBERT T. KALMUS, PRESIDENT AND GENERAL MANAGER

Awards

(*Continued from page* 1)

In ceremonies broadcast over NBC, and with original stars enacting scenes from the winning scripts, awards were bestowed in five categories, with Carl Foreman receiving the top trophy, and Robert Meltzer an award for his picture, "The Men," "which best depicts the American scene."

Awards in other categories were given to Joseph Mankiewicz and Mary Orr, for the best written comedy, "All About Eve"; to Charles Brackett, Billy Wilder and D. M. Marshman, Jr., for the best written drama, "Sunset Boulevard," and to Michael Blankfort and Elliott Arnold for the best written Western, "Broken Arrow."

The vote split the award for the best written musical comedy, between George Wells, for "Three Little Words," and Sidney Shelton, and Herbert and Dorothy Fields, for "Annie Get Your Gun." George Jessel was master-of-ceremonies at the banquet.

Christophers Awards, previously announced in New York, were conferred by Irene Dunne upon Lamar Trotti for "Cheaper by the Dozen" and Frances Goodrich and Albert Hackett, for "The Father of the Bride."

Hochfeld Heads SPG

Harry Hochfeld of 20th Century-Fox has been elected chairman of the Screen Publicists Guild here. Other officers include Ray Murray, Columbia, vice-chairman, and Ed Altschuh, Warner Brothers, secretary.

Brotherhood Plaque

(*Continued from page* 1)

well as in the annual March of Dimes and American Red Cross campaigns. He represented Dr. Everett I. Clinchy, Brotherhood Week director, who was detained in Chicago yesterday and was unable to attend the luncheon tendered Gamble by the amusements division executive committee at the Waldorf-Astoria Hotel here.

J. Robert Rubin, Loew's vice-president and one of the pioneer industry workers for Brotherhood, presided at the luncheon. At its close, he was given a rising vote of thanks for his service in all of the campaigns.

Charles M. Reagan, Loew's distribution executive and chairman of the amusements division for the current Brotherhood Week campaign, and Max E. Youngstein, in charge of advertising and publicity for the past three campaigns, were among the speakers at the luncheon.

Reagan Reports

Reagan made a preliminary report on the current Brotherhood campaign which, he said, promises to produce contributions "36 per cent ahead of the previous best campaign year."

"But the final report," he added, "will be written by the exhibitors, distributors and Variety International tents now at work in the field."

Contributions as of yesterday totalled $71,500, Reagan said, and forecast "conservatively" that more than $100,000 would be raised. The Brotherhood dinner at the Waldorf, last Jan. 25, produced a $28,000 profit, $13,000 of it estimated to represent contributions which would not otherwise have been obtained. Personal solicitations produced $32,513; $4,500 was pledged in the New York area and exhibitors and distributors in the field contributed the balance.

Reagan estimated that 30,000 persons attended Brotherhood meetings held in all exchange centers in connection with this year's campaign. Definite progress is being made from year to year, he pointed out, and predicted that it will continue. He paid tribute to a long list of campaign workers which included Trueman Rembusch, Gael Sullivan, Jerry Pickman, Abram Myers, H. A. Cole, Henderson Richey, Sol Goldsmith, Gene Picker, Edmund Reek, and others.

Commend Trade Press

Reagan and Youngstein also commended the trade press for campaign cooperation "far beyond their quota." Youngstein said association with the campaign had taught him the work was important and offered his services on "a permanent or semi-permanent basis." He urged the committee to start planning now for next year's campaign.

O'Connor said the national and world need for brotherhood is greater today than ever. "Without it, our problems will not be solved. There will be danger of perpetual warfare."

New England Industry at Boston 'Brotherhood' Meet

BOSTON, Feb. 20.—Leading New England film industry executives participated in a "Brotherhood Week" luncheon-meeting held at the Copley Plaza hotel, sponsored by the Boston Chamber of Commerce, the Kiwanis Club and the Advertising Club of Boston. At the dais were Martin J. Mullin, president of the Children's Cancer Research Foundation; Theodore Fleisher and Hatton Taylor, co-chairmen of Brotherhood Week; and William Koster, executive director of the Boston Variety Club.

Others attending were: Harry Browning, Irving Isaacs, Al Somerby, Hy Fine, Edward Cuddy, Chester Stoddard, Robert Sternburg, Ben Rosenberg, Mel Morrison, Hubert Glidden, Larry Gardiner, Newell Kurson, Arthur Lockwood, Louis Gordon, Irving Shaipro, Nate Yamins, James Connolly, Albert Swerdlove, Maurice Laurie, Robert Kurson, Richard Smith, James Dempsey, Robert Foster, Harry Wasserman, John Carroll, Paul Levy, Frank W. McManus, Joe Saunders, Sam Feinstien Thomas Fermoyle, Henri Schwartzberg and Irving Lesser.

The luncheon-meeting was also attended by 1,200 Boston business executives.

'Brotherhood' Citation To Harold Russell

Harold Russell, national commander of the Veterans of World War II (Amvets) and star of the film, "Best Years of Our Lives," has received a Brotherhood Week citation for contributing to "brotherhood."

Hughes Silent

(*Continued from page* 1)

theatre stock. If he had not sold it by the end of two years, the trustee would be directed to start looking for a customer immediately and would be given two more years to actually sell the stock.

If Hughes turns down the court's suggestion and the court enters the proposed two-year limit anyhow, Hughes will appeal to the U. S. Supreme Court, Justice officials believe.

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MPIC to Vote on COMPO Today

Hollywood, Feb. 20.—Ratification of the Council of Motion Picture Organizations' reorganization, expected to pass unanimously, is the top item on the Motion Picture Industry Council agenda for its regular meeting on Wednesday night. Installation of new officers, with B. B. Kahane succeeding Paul Grosse as president, action on new by-laws and on applications for membership by several unnamed organizations will round out the session.

Compo Meet Friday

(*Continued from page* 1)

meeting at the MPAA offices, at which Skouras and Depinet will call for aggressive support of the COMPO plan, which was approved last November by the COMPO executive board, but has since been marking time pending adjustment of the recent demand of TOA for additional representation on the COMPO board. It was stated in a COMPO press release issued yesterday. "This COMPO organizational difficulty having been settled, the luncheon is expected to be the signal for the program to get under way."

COMPO said the following have been invited to the luncheon-meeting:

William F. Rodgers, Howard Dietz, Si Seadler, John Joseph of M-G-M; A. W. Schwalberg, Jerry Pickman, Sid Blumenstock, Paramount; Oscar A. Doob, Joseph E. Vogel, Loew's; Leonard Goldenson, Edward Hyman, Robert Weitman, United Paramount Theatres; Irving Wormser, Art Schmidt, Harry McWilliams, George Joseph, Paul Lazarus, Jr., Al Rylander, Columbia; Maury Goldstein, Monogram; Robert Mochrie, Leon Bamberger, Barret McCormick, Don Prince, RKO Pictures; George Skouras, Skouras Theatres.

Also, Charles Einfeld, Sterling Silliphant, Jonas Rosenfield, Al Lichtman, Andy Smith, 20th Century-Fox; Alfred Daff, Charles Feldman, Maurice Bergman, David Lipton, Universal; Ben Kalmenson, Harry Kalmine, Mort Blumenstock, Gilbert Golden, Larry Golob, Warner Brothers; Sol Schwartz, RKO Theatres; Harry Brandt, Independent Theatre Owners Association; Leo Brecher, Metropolitan Motion Picture Theatres Association; Gael Sullivan, TOA; Herman Robbins, National Screen Service.

NSS 25 Years in U.K.

LONDON, Feb. 20.—Arnold Williams, British managing director of National Screen Service, celebrated the 25th anniversary of his company's establishment here by throwing a party for the 450 NSS head-office and laboratory employes.

Screen ELC's 'Scott'

Eagle Lion Classics held a screening of its film, "Scott of the Antarctic" for the press yesterday. MOTION PICTURE DAILY reviewed the picture in its issue of April 8, 1949.



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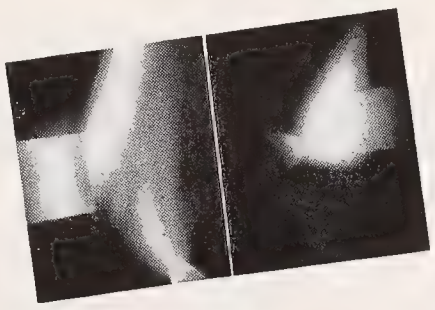
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"OF MEN AND MUSIC" A SMASH HIT in its first engagement at the PARK AVENUE THEATRE, N.Y.C.

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JASCHA HEIFETZ · DIMITRI MITROPOULOS conducting
The PHILHARMONIC-SYMPHONY ORCHESTRA of N.Y.
Produced by RUDOLPH POLK and BERNARD LUBER
Directed by IRVING REIS • Introduction by DEEMS TAYLOR
Screenplays by Liam O'Brien, Harry Kurnitz, John Paxton, and David Epstein A World Artists Production

There's No Business Like 20th CENTURY-FOX Business!

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 69. NO. 37 NEW YORK, U. S. A., FRIDAY, FEBRUARY 23, 1951 TEN CENTS

MPAA Board Votes 'Twist' A PCA Seal

Exchanges to Get Prints Of Cut Film in 2 Weeks

The Motion Picture Association board on Wednesday authorized the Production Code Administration to issue a seal of approval to J. Arthur Rank's "Oliver Twist" in its revised form. The vote was six in favor of the authorization and three against, with one abstention.

William C. MacMillen, Jr., president of Eagle Lion Classics, which has contracted to release the picture in the U.S., is due to return to New York from the Coast on Monday and is expected to order the 73 cuts made in the negative preparatory to the production of prints. The cuts were called for by PCA administrator Joseph I. Breen when an appeal

(*Continued on page 2*)

HughesFights Stock Sale

Howard Hughes declined to accept a court proposal that he be given two years in which to sell his trusteed RKO Theatres stock and the New York Statutory Court on Wednesday gave Thomas Slack, Hughes' attorney, and Philip Marcus, Department of Justice attorney, until March 9 to file briefs.

At the hearing here Wednesday, Slack withdrew a previous question of the court's jurisdiction and concentrated his attack on the government's

(*Continued on page 3*)

'Money Addition' Talks Seen Near

HOLLYWOOD, Feb. 22.—The so-called "money addition" talks between IATSE studio unions and major producers might start this weekend, it was learned here today. The commencement depends, of course, on whether individual locals have completed the selection of fully-authorized representatives, Roy Brewer, union official, told MOTION PICTURE DAILY. Brewer will be in charge for the "IA", and Charles Boren for the studios.

(*Continued on page 2*)

MPAA Approves COMPO Revisions, CommendsDepinet

The board of the Motion Picture Association of America approved at its meeting here on Wednesday the changes which have been slated for the governing structure of the Council of Motion Picture Organizations, of which MPAA is a charter member.

The MPAA board at the same time expressed to Ned E. Depinet, COMPO president and MPAA board member, a vote of thanks for his "ceaseless and tireless efforts in behalf of COMPO."

It was indicated following the MPAA board meeting that several Association staff executives as well as board members will attend the luncheon which Depinet and Spyros P.

(*Continued on page 3*)

Phonevision Has All But Six Test Films

CHICAGO, Feb. 22.—Zenith officials said here that they had all but six of the 90 films which they need to complete their 90-day Phonevision test. They had needed nine films but Ted Leitzell, Zenith's public relations director, now in New York, picked up three more films this week.

The first Columbia films will be

(*Continued on page 2*)

Speed Compo, Urges Allied's Myers

Confirming Allied States' recent ratification of the COMPO reorganization formula, Abram F. Myers, Allied's general counsel, in a letter to Ned E. Depinet, COMPO president, urges that "the reorganization of COMPO be speeded, that it will receive widespread support, and that it will soon be able to carry on the constructive work for which it is intended."

Provision Is Made For an Appeal of State Wage Order

The new 75-cent per hour minimum wage law covering 32,700 motion picture industry employes in New York State, which Industrial Commissioner Edward Corsi signed here Wednesday, gives management the right to challenge its provisions should the law's "reasonableness" be questioned.

Corsi pointed this out at a press conference at his office immediately prior to his signing of the wage order. He added, however, that he did not expect there would be any challenge by management.

Failure to comply with the new law, which will become effective on April

(*Continued on page 2*)

Government Okays Permits For 7 Theatre Projects

Ask 'Major' Change In Paramount Decree

The government will present a "major amendment" to the Paramount decree on March 1 to the New York Statutory Court, the court was told on Wednesday by Philip Marcus, U. S. special assistant in the anti-trust division. He said that Paramount would not contest the motion, but that opposition was expected from "independent parties."

Marcus declined to amplify the announcement at Federal Court and Paramount officers or attorneys could not be reached Wednesday night for comment.

WASHINGTON, Feb. 22.—The Little Carnegie Realty Corp. has received government permission to do a $180,000 alteration job on its Little Carnegie Theatre in New York.

This was one of seven theatre projects on which the National Production Authority approved action, it was announced. All were "hardship" appeals from the government's ban on theatre building.

All six other approved projects were for new drive-in theatres. These were: A $110,000 drive-in in Miami for Liberty Associates, Inc.; a $75,000 drive-in at Stroudsburg, Pa., for William Reitz; a $90,000 drive-in at Shreveport, La., for G. A. Mercer; a $40,000 drive-in at Tulsa for Griffith Theatres, Inc.; a $50,000 drive-in in San Diego for Empire Drive-in Theatres, Inc., a $25,000 drive-in in

(*Continued on page 3*)

Carry New UA Product Story To Salesmen

Scollard Quits; Kravetz' Association Terminated

With a substantial backlog of new releases and a number of future productions already committed, United Artists will spread the word that it is back in business to its field sales forces through Eastern and Canadian sales manager Nat Nathanson and Western and Southern division sales manager Fred Jack, who took off Wednesday on a tour of company exchanges.

Meanwhile, on Wednesday, C. J. (Pat) Scollard, who joined U. A. last July as executive vice-president, tendered his resignation to Arthur B. Krim, new U. A. president, effective March 2, and Max Kravetz' association with the company was terminated. Kravetz was a

(*Continued on page 3*)

UA Workers Urge Pact

IATSE's "white collar" workers local here has sent a letter to United Artists formally requesting a meeting with company executives to negotiate a new contract for the home office clerical help.

Signed by Russell M. Moss, executive vice-president of the Motion Picture Home Office Employes Local No. H-63, the request pointed out that the employes have had no pay increases since Oct. 6, 1948, and reminded that a contract dated Feb. 2, 1949, was ex-

(*Continued on page 2*)

Decision on Italy Is Foreign Heads'

The foreign managers of the Motion Picture Association of America's member companies will meet here next week to decide on means whereby the impasse in the Italo-American film negotiations could be broken.

So exhorbitant and unrealistic are the demands which have been made by the Italian industry, in the opinion of the MPAA, that it may be necessary to invite one or two Italian officials to come to the U. S. to observe the

(*Continued on page 2*)

NEWS in Brief . . .

HAROLD AUTEN, president of Ballantine Pictures, will leave here today for Boston where his "Chance of A Lifetime" will have its American premiere at the Copley Theatre on Tuesday.

•

Providence, R. I., Feb. 22.—The Bureau of Police and Fire has banned the replaying of "The Blue Angel," but would give no reason other than it had been condemned by the Legion of Decency. The film played in Providence with the approval of the police censor in 1930.

•

Loew's Inc. board of directors on Wednesday declared a regular quarterly dividend of 37½ cents to stockholders of record on March 16, payable on March 31.

•

Hollywood, Feb. 22.—Ben H. Atwell, 74, well-known theatrical and motion picture press agent, died here yesterday at Presbyterian Hospital after a lingering illness.

Franconi-Nief, 83; Newsreel Pioneer

Leon E. Franconi-Nief, 83, one of the first editors of newsreels, died in his White Plains, N. Y. home, on Tuesday.

Born in San Francisco, he distributed pictures of the San Francisco earthquake and soon afterwards joined Pathe Freres' motion picture company. Franconi-Nief is said to have helped induce the Pathe concern to distribute newsreels periodically. As editor of early newsreels, he shaped a policy that was followed for many years. After leaving Pathe in 1933, he worked for Castle Films until his retirement in 1937.

Surviving are the widow, a son and three daughters.

Decision on Italy

(*Continued from page* 1)

nature of the American film market. If the foreign managers decide on this procedure Italian observers would be acquainted with the extent to which Italian films have gained acceptance here and then be told that on their return to Italy they should inform their industry of the facts.

The MPAA believes it would be immediately apparent to Italian observers that the U. S. market could not possibly lend itself to a reciprocal or *quid pro quo* Italo-American film deal, which the Italians have demanded in talks with Gerald Mayer, MPAA representative in Paris. Foremost among the Italian demands are guaranteed showings of Italian films here and dollar returns from the U. S. market.

When Italian observers return to their country after a visit here the negotiations would resume over there between that industry and MPAA's Mayer, according to the plan which the foreign managers will consider. Under the circumstances, however, it is viewed as "hopeless" to invite Italian negotiators here at this time.

Personal Mention

E. K. O'SHEA, vice-president of Paramount Film Distributing Corp., is in Buffalo today from New York.

•

LILO GROSSMAN, secretary to MILTON COHEN, Eagle Lion Classics Eastern division manager, will be married on Sunday to ERNEST KATZ at the Hotel Oliver Cromwell. The couple will honeymoon in Bermuda.

•

WILLIAM B. LEVY, world-sales head for Walt Disney Productions, is scheduled to leave here by plane at the weekend for Hollywood.

•

J. J. COHN, M-G-M studio executive, is scheduled to arrive here from the Coast today.

•

WILLIAM THOMAS and BILL PINE are due here from Hollywood today.

WILLIAM C. MICHEL, president of 20th Century-Fox, and his son arrived here yesterday from Europe aboard the *S. S. Queen Mary.*

•

HOWARD DIETZ, M-G-M vice-president and director of advertising-publicity, has delayed his return here from the Coast until early next week.

•

EDWARD SALZBERG, manager of Screen Classics in Cleveland, has been appointed special representative there for Distinguished Pictures.

•

SIR ALEXANDER KORDA, chairman of London Film Productions, arrived here yesterday from England aboard the *S. S. Queen Mary.*

•

H. RUSSELL GAUS, Oklahoma City manager for M-G-M, is due here Monday.

Kupferman Leaves WB for NBC Post

Ted Kupferman has resigned from the Warner Brothers home office legal department to become a member of National Broadcasting's television law department on March 1.

'Oliver Twist'

(*Continued from page* 1)

of his rejection of the film was filed with the MPAA board by MacMillen.

Prints of "Oliver Twist" should be in all exchanges in about two weeks, William J. Heineman, ELC distribution vice-president, conjectured upon receiving word of the MPAA board's action at its regular meeting here. Initial public showings of the picture are likely to be held in the Midwest, Far West or New England before it opens in New York, it was indicated.

Whether the picture will be offered immediately to Robert J. O'Donnell for showing in his Texas theatres is uncertain. O'Donnell had booked the picture prior to Breen's rejection of it and then postponed the play date. Heineman pointed out that O'Donnell would no doubt want to preview the cut version before he considered booking the picture again.

Heineman's Reluctance

Heineman's reluctance to say with certainty what steps would be taken to book the picture rested in the fact that he has entered into discussion with the new United Artists management with a view to moving over to that company as distribution chief. He is scheduled to leave ELC on March 2.

The Breen cuts were accepted by ELC. The issuance of a seal to "Oliver Twist" under the circumstance which prevailed amounted to a precedent. Pictures have been rejected by Breen and appeals to the MPAA board have followed, but this is the first time that recommended cuts have been accepted by a distributor. The cuts were of close-ups and profiles of the Dickens character Fagin, which were deemed to be anti-Semitic in tone.

Yates to UK Today To Open New Center

Following their arrival here from the Coast, Republic president Herbert J. Yates was host at a reception for John Wayne on Wednesday in the Essex House, where representatives of the press greeted the star.

Yates and Wayne will leave for London today to attend the bow of Republic House.

Phonevision Tests

(*Continued from page* 1)

used in the Phonevision test next week. They are: "Lost Horizon," 1937, and "Texas," 1941. Other Columbia films scheduled for later showings are: "Framed," 1947; "Sahara," 1943; "The Swordsman," 1947, and "The Mating of Millie," 1948. Legal difficulties resulted in removing "It Happened One Night" from a Phonevision showing for the present at least.

Other films recently set for future Phonevision showings are: "Wild Harvest," Paramount, 1947; "The Reluctant Dragon," RKO, 1941, and "The Little Foxes," RKO (Goldwyn), 1941.

Zenith officials are still negotiating with Universal - International and United Artists for product, but have dropped all contacts with 20th Century-Fox.

State Wage Order

(*Continued from page* 1)

22, would be a misdemeanor and therefore make the violator subject to fine and imprisonment. Some 5,000 firms, including motion picture theatres and exchanges, will receive in the mail next week from Corsi's office a copy of the law and a letter offering employers assistance in determining the extent to which they are affected by it, Corsi reported.

Were an appeal of the new law to be introduced it would have to be taken to the Board of Standards and Appeals of the State Department of Labor, and, failing there, the subsequent tribunal would be the courts.

UA Wages

(*Continued from page* 1)

tended for an indeterminate period under an agreement signed on Dec. 29, 1949.

Moss maintains that under the agreement the company as of this month owes some 150 home office "white collar" workers retroactive pay totalling $25,000 to $30,000. Moss' formal request was inspired by the announcement of completion of the UA management take-over by the Arthur Krim - Robert Benjamin - Matthew Fox group. The agreement of Feb. 2, 1949, was concluded with a former management.

The H-63 at UA will meet on Monday evening at the Fraternal Clubhouse here for a discussion of demands.

'Money Additions'

(*Continued from page* 1)

IATSE president Richard F. Walsh, during preliminary labor talks here recently, stressed that present studio union contracts are not to be reopened and that a "money addition" does not mean a "cost-of-living increase." He said that producers have not agreed tacitly to grant any specific revision in the wage structure.

Walsh indicated that discussions will seek to accomplish the same general effect which living-cost revisions have achieved in other industries.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
BETTE DAVIS
BARRY SULLIVAN
in
"Payment on Demand"
Distributed by RKO Radio Pictures
plus SPECTACULAR STAGE PRESENTATION

DICK POWELL
RHONDA FLEMING
in "Cry Danger"
PARAMOUNT TIMES SQUARE
IN PERSON
RUSS CASE AND HIS ORCHESTRA
EDDIE FISHER
The Five DeMARCO SISTERS
JAY LAWRENCE
Vic & Adio
Midnight Feature Nightly

9th record week!
BORN YESTERDAY
A Columbia Picture
Victoria Broadway at 46th Street

ON SCREEN! ROXY 7th Ave. & 50th St. Doors Open 10:30 AM ON STAGE!
GARY COOPER
JANE GREER
U.S.S. TEAKETTLE
THE RITZ BROS.
The MAXELLOS
Special! GALE ROBBINS
20th CENTURY-FOX

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UA Product

(*Continued from page* 1)

principal with Paul V. McNutt and Frank L. McNamee in the deal which gave the trio an option last July on the Mary Pickford-Charles Chaplin stock holdings.

Kravetz had the title of secretary of the company but had no employment contract. When U. A.'s interim board met last Tuesday and elected Krim president, it did not reelect Kravetz, thus terminating his employment by the company. Kravetz did not report for work on Wednesday. He still claims the July option is valid and exercisable by himself. Reaction has been that, even if correct, it has no bearing on the Krim-Robert Benjamin-Matthew Fox acquisition of U. A. management control.

To Visit Exchanges

The Nathanson-Jack swing around U. A.'s exchanges is expected to be an important morale-builder for U. A.'s field forces, who have had only three or four new releases to work with since the McNutt-McNamee-Kravetz group entered the compay last July. It is reliably reported that virtually all of the producers who were withholding completed product from U. A. pending settlement of the company's status have or soon will turn over prints to the company.

Those pictures, together with others already lined up by Krim, or about to be, will permit the company to set definite release schedules of two or three pictures per month from now into June. During that period, additional product is scheduled to be lined up to provide a substantial release schedule for U. A. until new productions begin to be delivered.

Jack and Nathanson will meet with district and branch managers and field personnel to spur liquidation of product now in release as well as to prepare the force for the new releases.

Jack met in Chicago yesterday with John J. O'Loughlin, Midwest district manager, and Harry Walders, branch manager, and their staffs. Nathanson met here Wednesday with Ed Mullin, acting New York branch manager, and in Detroit yesterday with Moe Dudelson, district manager, and Sid Bohman, branch manager, and their force. O'Loughlin will follow up Jack's visit by conducting meetings in Minneapolis, Milwaukee and Indianapolis.

Today, Jack will meet with William Keith, district manager, and William Truog, branch manager, in Kansas City. Then Keith will conduct meetings in St. Louis, Omaha and Denver. Also today, Nathanson and Dudelson will meet with Jack Finberg, Cincinnati branch manager, and with Sid Cooper, Cleveland branch manager. Tomorrow, Nathanson will meet with Manny Trautenberg, Pittsburg branch manager, while Jack meets with W. E. Callaway, West Coast district manager, and Bert Pollard, Los Angeles branch manager. Callaway will conduct follow-up meetings in San Francisco, Seattle and Salt Lake City.

On Monday, Jack will be in Dallas in the morning with T. E. Laird, branch manager, and in the afternoon he will be in New Orleans with J. S. Moreland, branch manager, while Nathanson will be in Buffalo with Dave Leff, branch manager, on Sunday and with Earl Sweigert, Washington branch manager on Monday morning, and that afternoon with John Turner, Philadelphia branch manager. Tuesday morning he meets with James Winn, Boston branch manager, and in the afternoon with Joe Callahan, New Haven manager. He will wind up his trip on Wednesday with a meeting in Toronto with Charles S. Chaplin, Canadian district manager, and George Heiber, branch manager, returning to New York that night.

Jack will reach Atlanta Tuesday for a meeting with John Bachman, branch manager, in the morning and with Byron Adams, Charlotte manager, in the afternoon, returning here Wednesday.

Review

"U.S.S. Teakettle"

(20th Century-Fox)

AFTER an absence of some 25 years, Gary Cooper has returned to 20th Century-Fox in a loud and merry seagoing comedy. The gangling, rawboned actor first appeared as an extra in a Tom Mix picture made by Fox Film Corp. a quarter of a century ago. "U.S.S. Teakettle" has been given a resourceful production treatment, with others in support of Cooper including Jane Greer, Millard Mitchell, Eddie Albert and Jack Webb. As a comedy-drama it is aimed at mass appeal and should go over successfully at the box-office.

Based on an article in the *New Yorker* by John W. Hazard, the screenplay by Richard Murphy takes place during the last war. Our navy, engaged in secret experiments, has replaced the streamlined diesel engine in a patrol craft with a steam turbine. Added is a gadget which can turn sea water into distilled water and thus provide an unlimited source of energy. Will the experiment work? That's the big question the navy wants answered. The manpower situation being so drained because of the war, navy brass decides to man the ship with inexperienced officers, with the skipper's post going to Cooper, an engineer. The humor inherent in the situation of the green officers coming in contact with boatswain Milliard Mitchell, an old salt, is fully brought to the surface. Numerous complications arise out of the efforts to get the ship going, but once underway it runs head on into another ship. Other attempts follow, resulting in dubious success because of complications. Finally the test run is set with the admiral aboard.

Hilarity reigns when the throttle freezes and the ship darts about madly. For some mysterious reason, known only to the navy, the experiments are termed rewarding and the entire crew commended at the final curtain. Another humorous angle worked into the story involves Cooper's affectionate fear and jealousy for his wife, also in the service.

Fred Kohlmar produced and Henry Hathaway directed. Running time, 93 minutes. General audience classification. For April release

MANDEL HERBSTMAN

Okays Permits

(*Continued from page* 1)

Matamoris, Pa., for Irving Hulst of Middletown, N. Y.

Among applications turned down were a new 1,000-seat theatre in Sidney, Neb., planned by Fox Alliance Theatre Corp. at a cost of $103,510 and a request for permission to build four drive-ins in Pasadena and Bay City, Tex., at a total cost of $112,000, proposed by Long Theatres, Inc.

Other Vetoed Projects

Other projects vetoed by the NPA were: a $75,000 drive-in at Gulfport, Miss., proposed by Realart Pictures of New Orleans; a $30,000 drive-in planned by H. E. Otto in Somerset, Ky.; a $40,000 drive-in proposed at College Station, Tex., by A. P. Boyett; a $25,000 drive-in at Alpine, Tex., suggested by J. T. Paulsell, and a $75,000 project of Chris Lampros at Sharon, Pa., entailing a theatre, three stores and an office building.

NPA also approved an $11,000 amusement park proposed by H. and E. Balaban Corp. in Chicago and turned down a $20,000 amusement park planned in Detroit by Community Theatres.

MPA Board

(*Continued from page* 1)

Skouras will give today at the Metropolitan Club here for the purpose of planning procedure in connection with COMPO's projected drive to improve the box-office nationally.

Hughes Stock

(*Continued from page* 1)

procedure in asking for a "modification" of the RKO consent decree. Slack held that the decree called only for Hughes to place his 24 per cent theatre holdings in a voting trust and does not demand a "forced sale" of the stock.

He said that a change in the decree could be made only by a supplemental petition to the court, with the presentation of evidence that a changed situation exists since the decree was put into effect on Dec. 28, 1950. Slack said he could prove that the sale of Hughes' stock was kept out of the decree by "affirmative agreement."

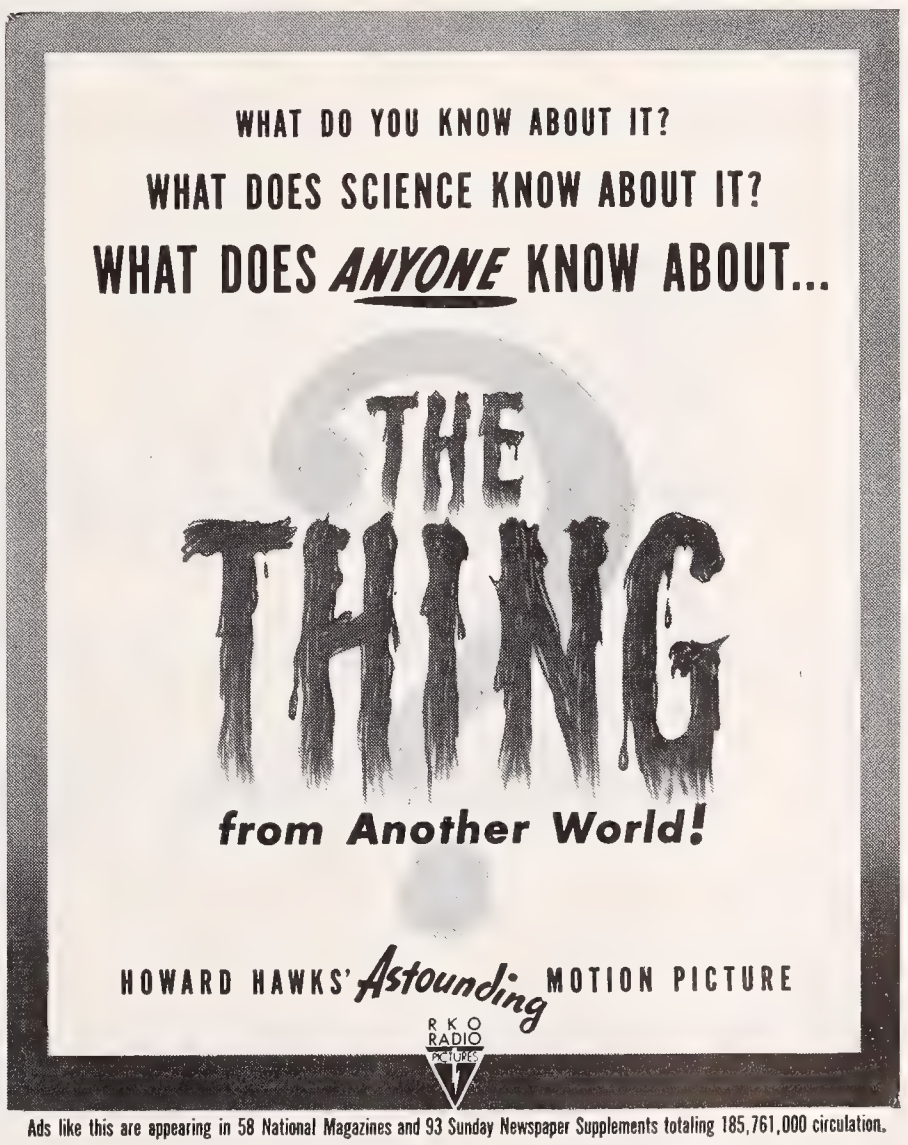
In reply, Marcus pointed to the section of the decree which empowered the court to modify and interpret the decree in carrying out its provisions, and to another clause that gave the court jurisdiction over the terms and conditions of the trusteeship.

The government presented a motion embodying the proposals made last week by the court, that Hughes be granted two years to dispose of his theatre stock and that the trustee, Irving Trust, be required to sell the stock within the following two years.

The three-man court arranged for the opposing lawyers to present opposing briefs and counter-briefs, with final papers to be in the hands of the court by March 9. A ruling or further hearings will be set after that date.

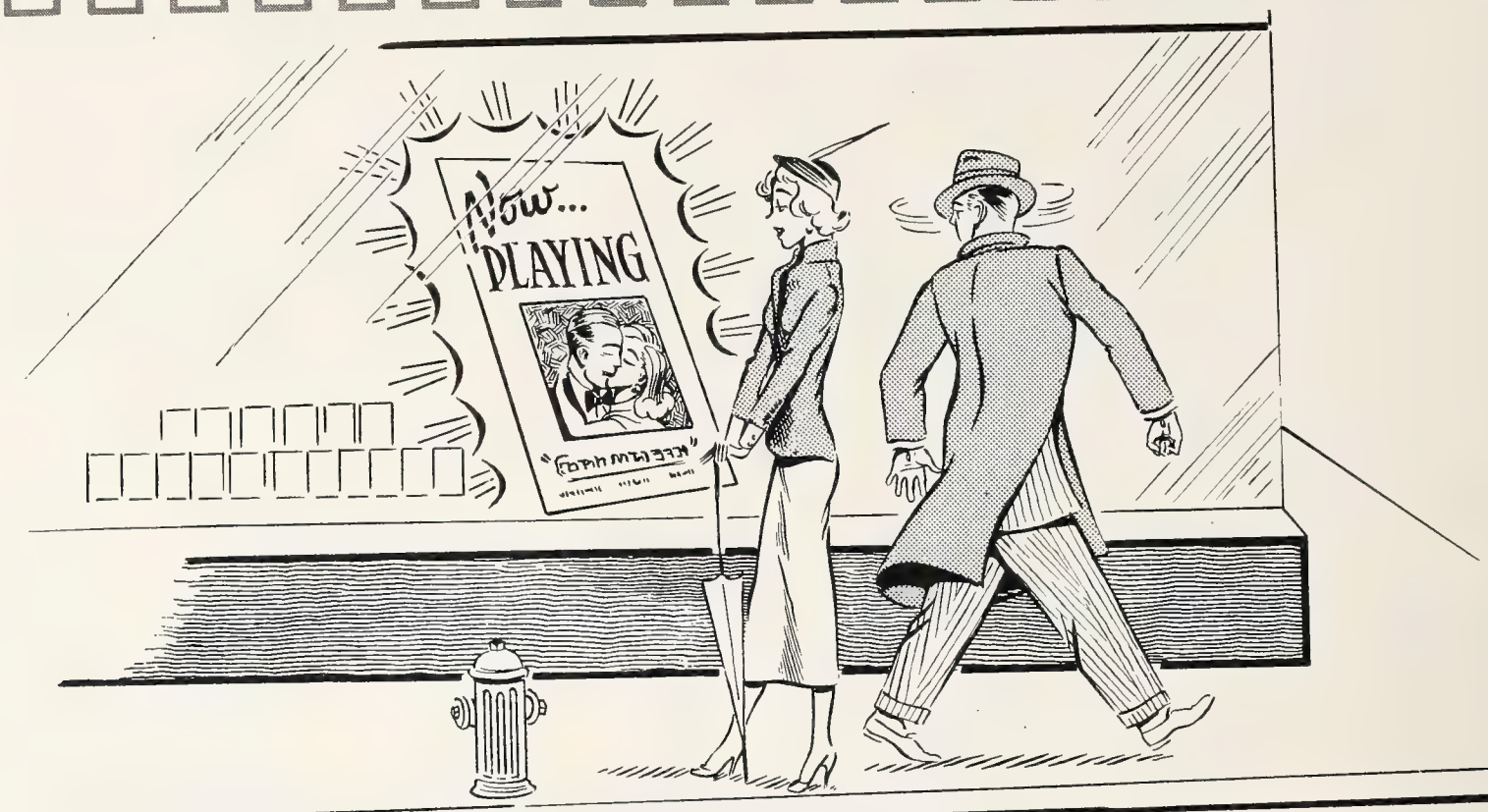
Barton to Direct TV

HOLLYWOOD, Feb. 22.—Charles Barton, formerly a director with Universal, has joined CBS-TV.



Ads like this are appearing in 58 National Magazines and 93 Sunday Newspaper Supplements totaling 185,761,000 circulation.

Put SHOW BUSINESS *in every* SHOW WINDOW!



STOP 'em in the STREETS...with WINDOW CARDS!

Remember:

your **BOXOFFICE**

is *Only* as good as your

SHOWMANSHIP!



NATIONAL *Screen* SERVICE
PRIZE BABY OF THE INDUSTRY

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 69. NO. 38 NEW YORK, U. S. A., MONDAY, FEBRUARY 26, 1951 TEN CENTS

Swiss Theatre TV Model Due In 18 Months

20th-Fox Takes Rights If Model Acceptable

The Swiss Federal Institute of Technology has 18 months in which to develop an Eidophor theatre television projector to specifications laid down by 20th Century-Fox under terms of the deal recently completed in Zurich, Spyros P. Skouras, 20th-Fox president, said here Friday at a trade press interview.

Twentieth-Fox is advancing the money, reportedly several hundred thousand dollars for the work, and in return, if the working model is accepted, it will receive world wide rights for its manufacture and use.

(*Continued on page 2*)

Outlook Better for LongRuns: Schwartz

Better prospects for a good picture to hold up for a longer run in a standard circuit first-run situation was the most heartening observation made by Sol A. Schwartz, president of RKO Theatres, on his recent swing across the country. Schwartz's trip was his first as head of the now independent theatre company.



Sol A. Schwartz

"For a long time," Schwartz said at his office here, "even the best product seemed doomed to short runs in most situations. The fact that

(*Continued on page 2*)

Daff Reports New Showmanship Spurt

Exhibitors everywhere are showing a renewed interest in cooperating with distributors in a revival of motion picture showmanship, according to Alfred E. Daff, Universal Pictures director of world sales who is currently visiting exchange centers in the field.

Daff's trips, which have now brought him to more than half of the

(*Continued on page 4*)

Predicts Theatre 'Boom' with Video

Spyros P. Skouras predicts that motion picture theatres would reach their "ultimate development" through the use of theatre TV, though he emphasized that films will still be the major attractions.

Skouras, meeting the press Friday on the 20th-Fox's new Eidophor theatre TV system, painted a glowing picture of stage shows, utilizing the best talent in the fields of music, dance and comedy, produced in New York and simultaneously and exclusively broadcast in color to thousands of theatres.

Keynote Unity for Compo's Projected Box-office Drive

Exhibition, distribution, advertising and production must be united in the Council of Motion Picture Organization's forthcoming nationwide box office drive if it is to be a success, it was urged on Friday by Ned E. Depinet, COMPO president; Spyros P. Skouras, president of 20th Century-Fox; William F. Rodgers, M-G-M distribution vice-president and others at a planners luncheon-meeting held at the Metropolitan Club here.

(*Continued on page 4*)

Youngstein Is New UA 'V-P'

Max E. Youngstein, who resigned recently as vice-president of Paramount Film Distributing Corp. in charge of advertising-publicity, was appointed vice-president of United Artists in the same capacity by Arthur B. Krim, U. A. president on Friday. The appointment is effective today.



Max Youngstein

Accompanying the appointment were reliable but unofficial reports that Youngstein's deal gives him an opportunity either to acquire stock in

(*Continued on page 4*)

Para. Production Post to Hartman

HOLLYWOOD, Feb. 25.—The appointment of Don Hartman as supervisor of production was announced here by Y. Frank Freeman, Paramount vice-president in charge of studio operations. Hartman assumes the duties formerly handled by Samuel J. Briskin

(*Continued on page 2*)

Propose UPT Acquisition Of Interstate

Would Have to Divest Itself of 76 Theatres

WASHINGTON, Feb. 25. — The Justice Department has agreed to amend the Paramount consent decree to permit United Paramount Theatres to acquire complete ownership of the Interstate Circuit Corp. and Texas Consolidated Theatres, Inc., providing UPT divests itself of 76 or more theatres in the 171-theatre chain.

UPT now has a joint interest in the two circuits with Karl Hoblitzelle. The proposed change, which will be presented to the three-judge statutory court in New York on Thurs-

(*Continued on page 2*)

R.J. Rubin Named an Aide to Balaban

Robert J. Rubin, today, will become an assistant to Barney Balaban, president of Paramount Pictures Corp., Balaban disclosed here at the weekend.



Robert J. Rubin

Rubin entered the motion picture industry in 1947 as assistant to Donald M. Nelson, and has been active in motion picture matters primarily in the field of distribution and foreign markets. His most recent post was as general counsel for the Society of Independent Motion Picture Pro-

(*Continued on page 4*)

Fromkess Forming His Own Company

HOLLYWOOD, Feb. 25.—Leon Fromkess, whose five-year vice-presidency of Samuel Goldwyn Productions will expire on April 15, will establish a new production-distribution company, according to present plans, with most former PRC franchise holders handling physical distribution.

Fromkess, who will own the new

(*Continued on page 4*)

Studios Open Fight for U.S. Wage Freeze Relief

WASHINGTON, Feb. 25.—Hollywood producers and talent guilds have opened their fight for early relief from the government's wage freeze.

Representatives of the two groups met here Friday with Willard Wirtz, executive director of the Wage Stabilization Board. Industry spokesmen emphasizing the unique problems of the film industry, said they were not at all clear how they were affected by the freeze and that early action was needed to enable them to continue normal operations.

The delegation calling on Wirtz was headed by Joyce O'Hara, acting chief of the Motion Picture Association of America, and included Jerry Cahill of the MPAA, Maurice Benjamin and Arthur Freston of the Association of Motion Picture Producers, and Jack

(*Continued on page 4*)

Sales to Drive-Ins Eyed By D. of J.

Reportedly acting on complaints of discriminatory terms and alleging difficulty in obtaining "fresh" product sent to the Department of Justice by drive-in operators, Phil Marcus, D. of J. attorney, queried distributors here last week on their sales policies for the outdoor operations.

Marcus declined comment but trade reports indicated the information sought probably would be matched with policies applicable to standard theatres in a search for indications of discrimination or joint action.

Personal Mention

A. W. SCHWALBERG, president of Paramount Film Distributing Corp., has returned to New York from a tour of the Canadian branches.

•

E. K. O'SHEA, vice-president of Paramount Film Distributing Corp., returned here from Buffalo over the weekend and will leave tomorrow for a two-day business visit to the Detroit branch.

•

HILLER INNES, executive assistant to RUSSELL HOLMAN, Paramount's Eastern production chief, left here over the weekend for Jamaica for a two-week vaction.

•

JESSE DIANGELIS, head of the Di-Angelis Outdoor Advertising Co., has returned home from the Yonkers General Hospital where she underwent major surgery.

•

ERIC A. JOHNSTON will be an honored guest at the banquet of the International Convention of Variety Clubs, to be held in Philadelphia, May 9-12.

•

PHILIP GERARD, Universal Pictures Eastern publicity manager, is scheduled to return here today from Florida.

•

W. A. SCULLY, Universal Pictures domestic sales consultant, returned to Florida over the weekend from New York.

•

JOHN DAVIS, managing director of the J. Arthur Rank Organization, is due to arrive here this morning by plane from London.

•

GEORGE D. BURROWS, executive vice-president and treasurer of Monogram and Allied Artists, has returned to the Coast from here.

•

RUSSELL HOLMAN, Paramount's Eastern production chief, is due here from the Coast today.

To Hear Geo. Skouras In Goldwyn Suit

George Skouras, head of the United Artists Theatres circuit, is scheduled to give a pre-trial deposition here tomorrow or Wednesday in Samuel Goldwyn's suit against Fox West Coast and others charging conspiracy in the exhibition of independent product.

Hartman to Para.

(*Continued from page* 1)

who relinquished that post on Jan. 23.

Hartman has been a producer-director-writer with M-G-M. He will report to Paramount on March 5 and will work under the direction of Freeman.

Freeman also announced that negotiations were pending with Briskin to produce a number of pictures for Paramount.

NT Convention on Today in L. A.

Los Angeles, Feb. 25.—The annual National Theatres convention, attended by company division president, will begin here tomorrow with the return of Charles Skouras, NT president from New York. The meeting had been originally set for last week.

Skouras will report on the Swiss-developed Eidophore Theatre TV system in which 20th Century-Fox recently acquired an interest. Skouras was present at final negotiations in Zurich.

JD Proposes UPT

(*Continued from page* 1)

day, envisages dissolution of the partnership, with UPT acquiring the Hoblitzelle interest.

Justice Department officials said they were making the terms of the change public now to give an opportunity to anyone who might want to object to present their views to the court first. They said, however, that as of the present they know of no opposition.

The present decree provides that neither partner can buy the other out, but that if Paramount buys out Hoblitzelle it can keep only 45 theatres compared with a possible 95 in the proposed change. The amendment would not permit any increase in the maximum number of theatres which United Paramount can own throughout the country. If as a result of acquiring the new circuits, UPT would go over the ceiling in the original decree it must dispose of theatres in other areas.

According to the proposed change Paramount must divest itself within three years of at least 76 theatres. Seven specifically mentioned theatres can be retained only if the circuit finds that competition is not unduly restrained as a result.

In about ten additional localities Paramount must get rid of additional theatres, if there is no independent competition within a certain time. In 15 more cases, Paramount must either divest itself of theatres or accept a 60 per cent product limitation if independent theatres cannot acquire first or second-run features. In still other towns there must be divestiture if Paramount over a period of time is operating more than a designated number of theatres on a particular run in that area.

H. Graham Morison, assistant attorney general in charge of the anti-trust division, said that "while the original judgment required the dissolution of the partnership it did not open any closed towns by requiring divestiture." "The proposed change," he said, "presents a unique opportunity to bring about competitive conditions in both first and subsequent runs in 31 cities and towns in which the circuits operate."

Swiss TV

(*Continued from page* 1)

Manufacturing rights for Continental Europe will be shared between 20th-Fox and the University of Zurich on a 50-50 basis.

Twentieth-Fox's specifications will meet the requirements of American projection practices and will in addition provide for the projection of color. The present model, according to Earl I. Sponable, 20th-Fox technical supervisor who attended the press conference, is now the size of an ordinary film projector, a considerable advance over the original model, which was three stories high.

Both Skouras and Sponable reported that the Eidophor system, which enables the use of arc lights, is far superior to any present theatre TV system and said that it can be adapted to any present television color broadcasting system.

Other Equipment

Queried on previously announced plans to use other equipment in 20th-Fox theatres, Skouras said that the plans were still under consideration but left little doubt that a watch-and-wait policy would be followed until the Swiss system had been tried. Sponable, queried about plans to set up theatre TV networks on the Coast, said that from a technical point of view he could not advise the necessary expenditures for a system that might be outclassed by the Eidophor system.

Neither Skouras or Sponable would venture a prediction on the eventual cost of Eidophor per unit and the exact means of manufacturing the system, whether directly or by license has not been decided. Skouras did say that the units would be sold, not licensed, to exhibitors.

Sponable Explains

Sponable explained that the system does not use a cathode tube, but that the cathode rays are received on an oil-like substance, kept at a constant temperature, which produces a series of depressions on the oil film. Light is projected through the oil film through a series of mirrors up to the projection lens, and thus to the screen. Images are formed at the rate of about 50 frames per second, with each fading out in time to permit the oil to receive the next.

He said the system is extremely flexible and that its "throw" is unlimited except by the amount of light used. Though the present model is for black-and-white only, he said adaptation to color should be relatively simple.

Skouras left after the interview for the Coast to attend the National Theatres convention.

Skouras Sees 'Hope' For Decree March 15

A consent decree with the government before the March 15 deadline is the "hope" of 20th Century-Fox, according to Spyros P. Skouras, president. He made the observation at a press conference on Friday.

Newsreel Parade

FIGHTING in Korea and the New Guinea volcano are current newsreel highlights. Other items cover a new parking system, sports and fashions. Complete contents follow:

MOVIETONE NEWS, No. 17—Allies blast Reds in Korea. Rock Island arsenal restoring tanks. New Guinea volcano. Chinese Navy set for 'D-Day.' New York Film Critics awards. Horse racing on ice, speed races, cliff diving.

NEWS OF THE DAY, No. 251—Formosa fighting-men trained. Arsenal speeds defenses. Puerto Rico hails industrial program. Basketball fix roundup. Golden Gloves. Sports: speed car race, daredevil divers. Red Cross appeal.

PARAMOUNT NEWS, No. 54—Puerto Rico booms economy. Basketball spreads. Male fashions go native in Nassau. Britain trains "Foreign Legion" troops. Sports: Golden Gloves finals. Steeplechase on ice. Red Cross trailer.

TELENEWS DIGEST, No. 8-B—Basketball on trial. Korea: fight guerrillas. Urge U. S. troops to Europe. Spain: festival highlights. New York: spring fashions. Norway prepares for 1952 Olympics.

UNIVERSAL NEWS, No. 433—Rearmament program underway. Blizzard in Tokyo. Puerto Rico industry boom. New "pidgeon hole" parking system. Sports: Golden Gloves tournament. Sleigh riding in Germany. Cliff diving.

WARNER PATHE NEWS, No. 433—Korea news flash: Mighty "Mo" in action. Puerto Rico industry booms. Beats food prices—fasts 55 days. Sports: Ski champs—two years old. Surf champ—17 months. Golden Gloves tournament.

Outlook Better

(*Continued from page* 1)

a good film can now draw audiences at the same theatre for a period of weeks instead of days is a sign of better times for exhibition."

The theatre executive said that of all of the cities which he visited, San Francisco seemed to be the liveliest—more crowds seeking entertainment, more service uniforms visible in the crowds. He confirmed reports that business is generally on the upgrade since the first of the year, but emphasized that theatremen still have a job to do in running their houses and exploiting new attractions.

"Interest in television may be waning as the novelty wears off," Schwartz said, "but it still is and will remain serious competition. Our job, in both exhibition and production, is to work at keeping our position of leadership in entertainment."

'Keep Alert'

While "keeping alert" to developments in theatre television, Schwartz said that RKO has no immediate plans to install more TV equipment. The present installation at the Fordham in the Bronx serves primarily as a means of keeping abreast of the trend, Schwartz said.

The primary question for theatre television, according to Schwartz, is programming.

"Exclusive telecasts for theatres may be an answer," he said, "or perhaps those working on the problem may come up with another. Eventually, I feel the two mediums will be working together for their mutual benefit."

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Get this through your head!



TOMAHAWK

is slashing its way through tough competition to

TOP BUSINESS

all over the country!

'Tomahawk' Big
San Francisco, Feb.
Holdovers are ho

'Tomahawk' Tops In Philly
Phil
Two co

'Tomahawk' Lively
Providence, Feb. 20.
is showing the way here
this week with

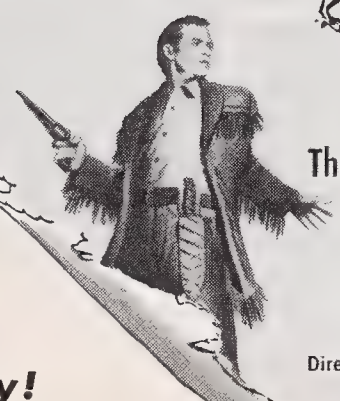
'Tomahawk' Hot
Buffalo, Feb. 13.
fairly well here

'Tomahawk' Smash
Boston, Feb. 20.
Plenty of newcomers at major

HERE COME THE HOLDOVERS!

SAN FRANCISCO • STOCKTON • OMAHA
CHAMPAIGN • PHILADELPHIA • OAKLAND
CLEVELAND • SPRINGFIELD, MASS. • BOSTON
BLOOMINGTON • MANCHESTER • BALTIMORE
ALLENTOWN • HARTFORD • BRIDGEPORT
.....*and more coming every day!*





"TOMAHAWK"
The Story of the Great Sioux Indian Uprising
Color by TECHNICOLOR
starring **VAN HEFLIN · YVONNE De CARLO**
with Preston Foster · Jack Oakie · Tom Tully
Susan Cabot and ALEX NICOL
Screenplay by SILVIA RICHARDS and MAURICE GERAGHTY
Directed by GEORGE SHERMAN · Produced by LEONARD GOLDSTEIN
A UNIVERSAL-INTERNATIONAL PICTURE

Universal International

Youngstein

(Continued from page 1)

the company or to participate in its future profits.

Before joining Paramount in 1949, Youngstein was vice-president of Eagle Lion in charge of advertising, publicity and exploitation. Krim was president of Eagle Lion at the time.

Francis Winikus Reported To Be Returning to U. A.

Francis M. Winikus, until recently advertising director of United Artists, was reportedly returning to the company in a similar capacity under Max Youngstein, advertising-publicity vice-president.

Youngstein, queried on the report Friday, said the appointment was a possibility but has not yet been set.

Daff Reports

(Continued from page 1)

company's 31 branches, is finding eagerness on the part of exhibitors to cooperate with distributors in special advertising and exploitation. He stated that many exhibitors are mindful of the fact that the public is responding better than ever to good pictures and especially when they receive the benefit of extra attention in advertising and exploitation.

Rubin, Balaban Aide

(Continued from page 1)

ducers. Rubin has also functioned in intra-industry organizational activities, including COMPO.

COMPO Sets Campaign

(Continued from page 1)

The organization to be set up to handle the campaign, which will start early in September, will be composed of these four branches of the industry, the speaker emphasized.

The gathering, composed of top distribution and advertising executives and leading exhibitors, was informed by Depinet that he would appoint committees immediately to lay further plans for the campaign. The box-office drive was approved last November by the COMPO executive committee as one of the industry agency's major projects for the immediate future.

Skouras, co-sponsor with Depinet of the luncheon-meeting, laid down a program for boosting the industry's business and prestige. Leonard Goldenson, president of United Paramount Theatres, recommended to the meeting that prizes, similar to the "Oscars" given by the Academy of Motion Picture Arts and Sciences, be bestowed on the best box-office pictures of each of the four months during which the drive lasts. Rodgers urged that the top exhibitor of each state be invited to Hollywood by producers for the discussion of mutual problems. Al Lichtman, 20th-Fox vice-president, recommended a nationwide research program.

Skouras, originator of the "Movies Are Better Than Ever" campaign, embodied in his program the need for the industry to overcome the public's idea that pictures have deteriorated in quality, that Hollywood is decadent and evil, that the film industry is panicky over the effects of television and that Hollywood cannot meet the demand for adult entertainment.

He said COMPO's program should show the national service which the picture business performed in the last war, the immense charitable works it is doing and drive home to the public the fact that local investments in theatres are an important part of the American economy and that the money spent on theatre admissions is only a small part of the total spent on all entertainment.

Expressing confidence in the public's enthusiasm for motion pictures, Skouras said that the only people who did not seem to recognize this were those in the picture business.

Goldenson's proposal for awards included the suggestion that an "Oscar" should be given the best picture in each of four classes—Westerns, musicals, comedies and straight dramas—with the presentation to be made at a dinner in New York to the producers, directors and stars of the prize-winning productions.

Other speakers were Arthur L. Mayer, COMPO executive vice-president; Sol Schwartz, RKO Theatres; George Skouras, and Max E. Youngstein, who originally presented the box-office campaign to the COMPO executive committee last November.

Others at the luncheon were:

John Joseph, Si Seadler, George Joseph, Paul Lazarus, Art Schmidt, Irving Wormser, Joseph R. Vogel, Oscar A. Doob, Eugene Picker, Ernest Emerling, Maury Goldstein, Nicky Goldhammer, A. W. Schwalberg, Jerry Pickman, Sid Blumenstock, Mort Nathanson, S. Barret McCormick, Don Prince, Walter Branson, Leon Bamberger, Charles Einfeld, William C. Gehring, Rodney Bush, Eddie Silverman, Sterling Silliphant, Jonas Rosenfield, Maurice Bergman, Alfred Daff, Charles Feldman, David Lipton, John J. O'Connor, Mort Blumenstock, Larry Golob, Gilbert Golden, Walter Brecher, Norman Arenwald, Herman Levy, Max Cohen, R. J. Weitman, Harry Mandel, William W. Howard, Robert W. Coyne, Charles E. McCarthy and Dick Pitts.

International Variety and Coast MPIC Approve COMPO

In Hollywood, the Motion Picture Industry Council has formally ratified the changes slated for the governing structure of the Council of Motion Picture Organizations, of which MPIC is a charter member.

Another Coast member of COMPO, the Society of Independent Motion Picture Producers, is expected to ratify the changes at a meeting to be held in Hollywood during the week of March 5.

Variety Clubs International has also ratified the changes in the by-laws of the Council of Motion Picture Organizations voted last month, Robert J. O'Donnell of Dallas, ringmaster of the organization, informed Arthur L. Mayer, COMPO executive vice-president, in a telegram received here at the weekend.

Fromkess' Company

(Continued from page 1)

company, said talks have been held with a majority of prospective franchise holders, and "the project is just about set." He expects final arrangements to be completed in the next two or three weeks, at which time formal announcement will be made.



NEWS in Brief . . .

WASHINGTON, Feb. 25. — There is growing talk that the House Un-American Activities Committee will send a three-man sub-committee to Hollywood to continue its "Communism-in-movies" investigation, rather than have full-scale hearings here.

Chairman Wood (D., Ga.) admitted such a sub-committee appointment was "a distinct possibility."

•

Hollywood, Feb. 25. — William MacMillen, Eagle Lion Classics vice-president in charge of operations, has announced ELC plans for "quality pictures with top stars," emphasizing the use of color. He left here Friday night by plane for New York. MacMillen gave final story and cast approval to the first three of ten Fidelity Productions to be delivered within two years. These are "Vigilante," starring Joel McCrea, in Supercinecolor; "My Fine Feathered Friend," with Tony Martin and Jo Stafford, also in color; and "Deadlock," with George Raft.

•

Harry Sacher, a defense attorney in the trial here last year of the country's top Communists, will continue to represent as counsel IATSE's New York Projectionists Local No. 306, notwithstanding his having been ousted by the general membership at a meeting here last Jan. 3.

Herman Gelber, president of "306," said at the weekend that Sacher will continue as the local's attorney "until such time as the union finally decides on a new attorney."

•

M-G-M's "Stars in My Crown" won the $1,500 first prize in the Freedoms Foundation's annual awards, Kenneth Wells, executive vice-president of the Foundation, has announced.

•

HOLLYWOOD, Feb. 25. — Herbert Bregstein, who has leased the Monica Theatre here, for a run of "Ways of Love" starting March 7, has declined to discuss reported exhibitor opposition to booking the picture, but said Joseph Burstyn, owner of the American rights, is due to arrive here Monday, and will hold a news conference.

•

Twentieth Centry-Fox's "U. S. S. Teakettle" opened at the New York Roxy Theatre on Friday, following a 23-day run for the same company's "Call Me Mister," which, with Danny Kaye on stage, set a Washington's Birthday holiday gross record of $26,900 for the day, it was reported by A. J. Balaban, managing director of the theatre.

•

SEATTLE, Feb. 25.—Sam Milner, well-known in the film industry, died in Los Angeles recently, according to word just received here.

Wage Freeze Relief

(Continued from page 1)

Dales, executive secretary of the Screen Actors Guild, representing the talent guilds.

Spokesmen stressed that the talks were "purely exploratory" and that "we just gave them the background on our problems." They said Wirtz promised to consider the matter. The industry will probably file detailed briefs backing up its arguments sometime this week.

TODAY'S NEWS TODAY

MOTION PICTURE DAILY

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UPT Retains Hoblitzelle And O'Donnell

Long Term Contracts For Both Are Reported

DALLAS, Feb. 26.—Following announcement of the city-by-city divestiture provisions of the Paramount decree on Interstate and Texas Consolidated circuits, as set forth in adjoining columns, Karl Hoblitzelle, president of Interstate, reported today that Interstate's management would continue in its present form.

Hoblitzelle said he and R. J. (Bob) O'Donnell, vice-president and general manager, would continue to direct Interstate's operations.

Others who have been in key posts at Interstate include E. J. Solon, treasurer; J. Q. Adams, assistant to the president; T. de Boer, comptroller; P. K. Johnson, booker, and C. C. Hoover, purchasing chief.

United Paramount Theatres has ac-

(*Continued on page 8*)

B'way First-Run Grosses Move Up; $140,000 for Hall

Spurred on by a spell of clear cool weather which began on Washington's Birthday, grosses at New York's first-run theatres hit the best average reported since the Christmas and New Year holidays.

"Payment on Demand" at Radio City Music Hall in a second week is topping the initial week's take by about $10,000, with $140,000 due—a good gross at the Hall in any week with any picture. Russell Markert's revue is on stage.

The Roxy capitalized on the holiday

(*Continued on page 6*)

Winikus Resumes As UA Ad Manager

Francis M. Winikus, who resigned as United Artists advertising manager on Jan. 1, yesterday was re-appointed to the post by Max E. Youngstein, newly-named vice-president and national director of advertising-publicity-exploitation.

Formerly with Warner's advertising department, Winikus joined United Artists in 1946 as a copywriter, was appointed copy chief and then advertising manager in 1947.

INTERSTATE, TEXAS CONSOL. THEATRES UPT MUST DIVEST

Washington, Feb. 26.—Here are the details of the proposed amendment to the Paramount consent decree, permitting United Paramount Theatres to acquire complete ownership of Interstate Circuit, Inc. and Texas Consolidated Theatres, Inc.:

To the extent the theatres which United Paramount can keep in the two circuits puts the total UPT theatre ownership over the maximum figure set in the original consent decree, United Paramount will within three years get rid of its interest in comparable theatres in other areas.

As for the theatres which United Paramount must unconditionally get rid of in the Interstate and Texas Consolidated circuits, at least one-third must be sold within one year from the date of the new order, another third within two years, and the rest within three years. All theatres which UPT may have to sell under one of the conditions in the amendment must be disposed of "within six months of the time they are required to be divested."

No theatre can be sold to any company which was a defendant in the original government anti-trust suit, which is owned or controlled by or affiliated with such a company.

Four theatres must be divested in Albuquerque, New Mexico—Hiland and 66 Drive-In, Kimo or Sunshine, and Chief or Rio or Lobo. All other theatres to be divested are in Texas. Here are the city-by-city requirements:

Abilene: Paramount or Majestic

(*Continued on page 8*)

Heineman May Extend ELC Stay

William J. Heineman, who is scheduled to become United Artists' new distribution chief, will continue in charge of Eagle Lion Classics' distribution until March 12 if William C. MacMillen, Jr., ELC president, has not selected a successor to Heineman by the end of this week. Heineman originally was scheduled to leave ELC next Friday.

MacMillen and Bernard G. Kranze, ELC general sales manager, yesterday began discussions concerning the latter's succeeding Heineman at UA. Meanwhile, however, it is understood

(*Continued on page 8*)

Davis to Tour 'U' Branches with Daff

John Davis, managing director of the J. Arthur Rank organization in Britain, arrived here from London by plane on Sunday and will leave in a day or two for a tour of Universal exchanges accompanied by Al Daff, worldwide sales director for Universal, and other company executives. Universal distributes for Rank here.

Davis's first stop will be in Chicago on Friday. From there the group will visit other Universal exchanges as far West as San Francisco, before returning here.

Davis brought with him from Lon-

(*Continued on page 8*)

Pile Industry Ammunition In COMPO Speaker's Kit

A 100-page "Speaker's Kit" has been issued by Council of Motion Picture Organizations headquarters here to provide material "for talks either by people in our industry or by others outside our business who might feel disposed to champion motion pictures before civic clubs, women's groups, over the radio or elsewhere."

The kit comprises 11 addresses, written by Dick Pitts, COMPO editorial director, to assist "motion picture people in presenting the film industry's case to the public." Each speech requires about 15 minutes for de-

(*Continued on page 6*)

Denham Buys Out Gamble in Indpls.

INDIANAPOLIS, Feb. 26.—Gamble Enterprises, headed by Ted R. Gamble of New York, today sold its half interest in Greater Indianapolis Amusement Co. to Denham Theatres of Denver, headed by B. D. Cockrill.

The Greater Indianapolis Amusement Co. operates four of Indianapolis' five first-run theatres, the Circle, Indiana, Lyric and Keith's. Fourth Avenue Amusement Co. is the other op-

(*Continued on page 6*)

Says 20th-Fox Decree Ready By Weekend

Chas. Skouras Free to Head Theatres: Koegel

Final agreement between 20th Century-Fox and the Department of Justice for a consent decree is expected to be reached this week, with an appearance before the Federal Court here expected by the end of the present deadline on Monday, according to Otto E. Koegel, 20th-Fox chief counsel.

The decree will place no barrier in the way of Charles P. Skouras continuing to head up the new theatre company which will emerge from the reorganization, Koegel said, adding that the government never opposed such a suggestion.

Koegel said that any delay which might necessitate a last-minute extension beyond Monday for filing of the decree would arise from technical as-

(*Continued on page 6*)

NEWS FLASHES

WASHINGTON, Feb. 26.--The U.S. Supreme Court today refused to hear an appeal from a lower court decision holding that states cannot censor films to be shown on television programs.

The lower court had ruled that state TV censorship was already controlled by the FCC.

•

A proposal for the takeover of the recently formed Lopert Films Distributing Corp. by United Artists reportedly has been discussed by Arthur Krim, U.A. president; Ilya Lopert and Sir Alexander Korda, Lopert partners. The principals could not be reached for comment last night but spokesmen said no immediate development is seen.

Personal Mention

ANDY W. SMITH, 20th Century-Fox sales vice-president, has returned to his office following a two-week vacation.

•

JAMES R. GRAINGER, Republic executive vice-president in charge of sales and distribution, has returned to New York from a tour of Southern exchanges.

•

MONTAGUE SALMON, managing director of New York's Rivoli Theatre, accompanied by MRS. SALMON, has left here for the Coast on a vacation trip.

•

SOL SIEGEL, 20th Century-Fox producer, is en route here from England on the *S.S. Queen Elizabeth* and will leave immediately for Hollywood following his arrival on Friday.

•

CALVIN GAETA, assistant buyer and booker for Martina Theatre Corp., Albion, N. Y., recently became the father of a baby girl, PAMELA ANN.

•

HARRY HARDMAN, head of the sound department of the Wilby-Kincey Theatre Service Co., Atlanta, is confined to a hospital there.

•

EDWIN L. HARIN, Warner Brothers director, has entered Cedars of Lebanon Hospital, Hollywood, for a checkup.

•

BILL WOODS has been promoted from office manager to city salesman at the Minneapolis Columbia exchange.

•

MAX THORPE, British managing director for Columbia, has returned to London following a home office visit here.

•

ARTHUR C. BROMBERG, of Monogram's Southern Exchanges, Atlanta, has returned there from Chicago.

•

EDDIE CANTOR and GEORGE JESSEL will be honored at a testimonial dinner here on May 5, to be given by the Jewish Theatrical Guild.

•

MORT SPRING, vice-president of Loew's International, returned here yesterday from the Coast.

•

WILLIAM H. WRIGHT, M-G-M producer, is slated to leave here for Hollywood tomorrow.

•

EMANUEL SILVERSTONE of 20th Century-Fox's foreign department, has left London for South Africa.

•

WILLIAM B. LEVY, worldwide sales head for Walt Disney Productions, has returned here from Hollywood.

•

AL MARGOLIES has returned here from London where he produced three 30-minute films for television.

•

HUGH OWEN, Paramount's Eastern and Southern division manager, is in Boston today.

'Look' Awards Go to Davis, Stewart, Swanson, Zanuck

Bette Davis, James Stewart, Gloria Swanson and Darryl F. Zanuck have been named tops in the "Annual Movie Awards" of *Look Magazine* in "tribute to their outstanding achievement in the motion picture industry."

Bob Hope will present gold plaques to the 1950 *Look* award winners on his radio program this evening over the NBC network, marking the 10th annual presentation of *Look* awards which are given "to the men and women who create America's film entertainment."

At the same time, *Look's* selection of the "best pictures of the year" will be named as follows: "All About Eve," (20th Century-Fox); "Annie Get Your Gun," (M-G-M); "In A Lonely Place," (Columbia); "The Jackpot," (20th Century-Fox); "The Asphalt Jungle," (M-G-M); "Cinderella," (Disney-RKO); "Kind Hearts and Coronets," (Eagle Lion); "King Solomon's Mines," (M-G-M); "Cyrano de Bergerac," (United Artists); "Mister 880," (20th Century-Fox); "The Glass Menagerie," (Warner); "Harvey," (Universal-International); "No Way Out," (20th Century-Fox); "Sunset Boulevard," (Paramount); "Francis," (Universal-International); "The Men," (United Artists).

Bette Davis was named best actress of the year "for the greatest performance of her life," in "All About Eve," James Stewart was named best actor of the year, for his roles in "Harvey" and "The Jackpot."

Gloria Swanson will be given a special award, "for the most sensational comeback in motion picture history." To Zanuck will go an "All-Industry Achievement Award," for his contributions to the screen in 1950, and as a pace-setter for the industry."

Gold plaques will also be presented to Judy Holliday, as the most promising female newcomer, "for one of the freshest, most dazzling comedy performances, in 'Born Yesterday'"; to Marlon Brando, as the most promising (male) newcomer, "for an outstanding debut, in 'The Men'"; to Josephine Hull, as the best supporting female player, for her role as Elwood P. Dowd's sister in "Harvey," and to Arthur Kennedy, as the best supporting male player, for his brother role in "The Glass Menagerie."

Gold plaque presentations will also be made to Stanley Kramer, as "best producer," "for proving that good films with unusual themes can be made on low budgets, and for producing two of the year's best pictures, 'The Men' and 'Cyrano de Bergerac'"; to Joseph Mankiewicz, "best writer and best director," "as both writer and director of 'All About Eve'" (this is the first time in the 10-year history of the *Look* Awards that two Achievement Awards are given to a single person); to Robert Surtees, "best cameraman," "for his Technicolor photography in 'King Solomon's Mines,' the best cinematography of the year," and to Walt Disney who will be given a special 10-year award, "for making the most original films in the world."

Top Honors in 'Look' Poll to Chakeres

The ever-increasing importance of the exhibitor to the industry is recognized in the current issue of *Look Magazine*. An award will be presented to Phil Chakeres of Springfield, Ohio, head of Chakeres Theatres, who "symbolizes the showmanship and community service of 20,000 theatremen throughout the United States," the magazine's publishers announced here yesterday.

This marks the first time that *Look* has made an exhibitor award, given "in recognition of the great contribution of the exhibitor to the whole pattern of the motion picture industry." Variety International aided the magazine in selecting the winning exhibitor.

ELC-Loew's-RKO Action Moves Along

WASHINGTON, Feb. 26.—Attorneys for Eagle Lion Classics on the one hand and Loew's and RKO circuits on the other have "just about worked out" an agreement as to how much information each will supply the other in connection with the $15,000,000 anti-trust action now pending in New York.

ELC brought the suit against RKO and Loew's charging that the two companies refused to let independently-produced films into their New York neighborhood first run circuits. Today, Feb. 26, was originally set as the date for each party to answer interrogatories served by the other, but there was considerable dispute as to the scope of these interrogatories, and rather than fight it out in court the parties have been negotiating on the scope of the information to be supplied. These negotiations are nearly over, and when final agreement is reached a new deadline for supplying the information will be set.

Gluck Named a V. P. Of United World

Norman E. Gluck has been named a vice-president and a member of the board of directors of United World Films, non-theatrical film subsidiary of Universal Pictures, it was announced here yesterday by James M. Franey, company president.

Gluck has been associated with United World for the past three years and during the past year he has been in charge of the television department. Before joining United World, he was a theatre manager, managing the Park Avenue Theatre here during 1947-48. He managed Skouras theatres for 12 years.

Ebenstein in MPAA Copyright Post

Morris Ebenstein of Warner Brothers was named chairman of the Motion Picture Association's copyright committee at a luncheon-meeting held here yesterday at the Hotel Algonquin.

Ebenstein succeeds Edwin P. Kilroe who resigned from the committee post concurrent with his retirement from 20th Century-Fox.

In an unprecedented action, the committee also designated David O. Decker of Loew's as its honorary chairman. Cyril S. Landau of Universal was elected secretary. The terms are for one year.

Present at yesterday's meeting, in addition to Decker, Ebenstein and Landau, were: Irving Moross, Columbia; James S. Polk, Paramount; Theodore R. Black, Republic; Peter F. Pugliese, RKO; Harry J. McIntyre, 20th Century-Fox; Adolph Schimel, Universal; Austin C. Keough, chairman of MPAA's law committee; Sidney Schreiber, MPAA.

20th-Fox Declares Three Dividends

The board of directors of 20th Century-Fox has declared a quarterly dividend of $1.12½ per share on outstanding prior perferred stock, payable March 15 to the stockholders of record on March 6. A quarterly dividend of 37½ cents on convertible preferred, a quarterly dividend of 50 cents on outstanding common also have been declared, both payable March 30 to stockholders of record on March 6.

Piracy Suit Against 20th-Fox Dismissed

Judge Samuel H. Kaufman yesterday dismissed in U. S. District Court here the $500,000 piracy action filed against 20th Century-Fox by Anthony Richard Pinci who had alleged the company infringed on his play about Woodrow Wilson in producing the picture "Wilson."

The jurist found that similarities did not exist between Pinci's work and the picture.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center

BETTE DAVIS
BARRY SULLIVAN
in
"Payment on Demand"
Distributed by RKO Radio Pictures
plus SPECTACULAR STAGE PRESENTATION

DICK POWELL
RHONDA FLEMING
in "Cry Danger"
PARAMOUNT TIMES SQUARE
IN PERSON
RUSS CASE AND HIS ORCHESTRA
EDDIE FISHER
The Five DeMARCO SISTERS
JAY LAWRENCE
Vic & Adio
Midnight Feature Nightly

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GEORGE M. MANN...*one of America's best-known independent theatre owners expresses his opinion about...*

Republic's

BELLE LE GRAND

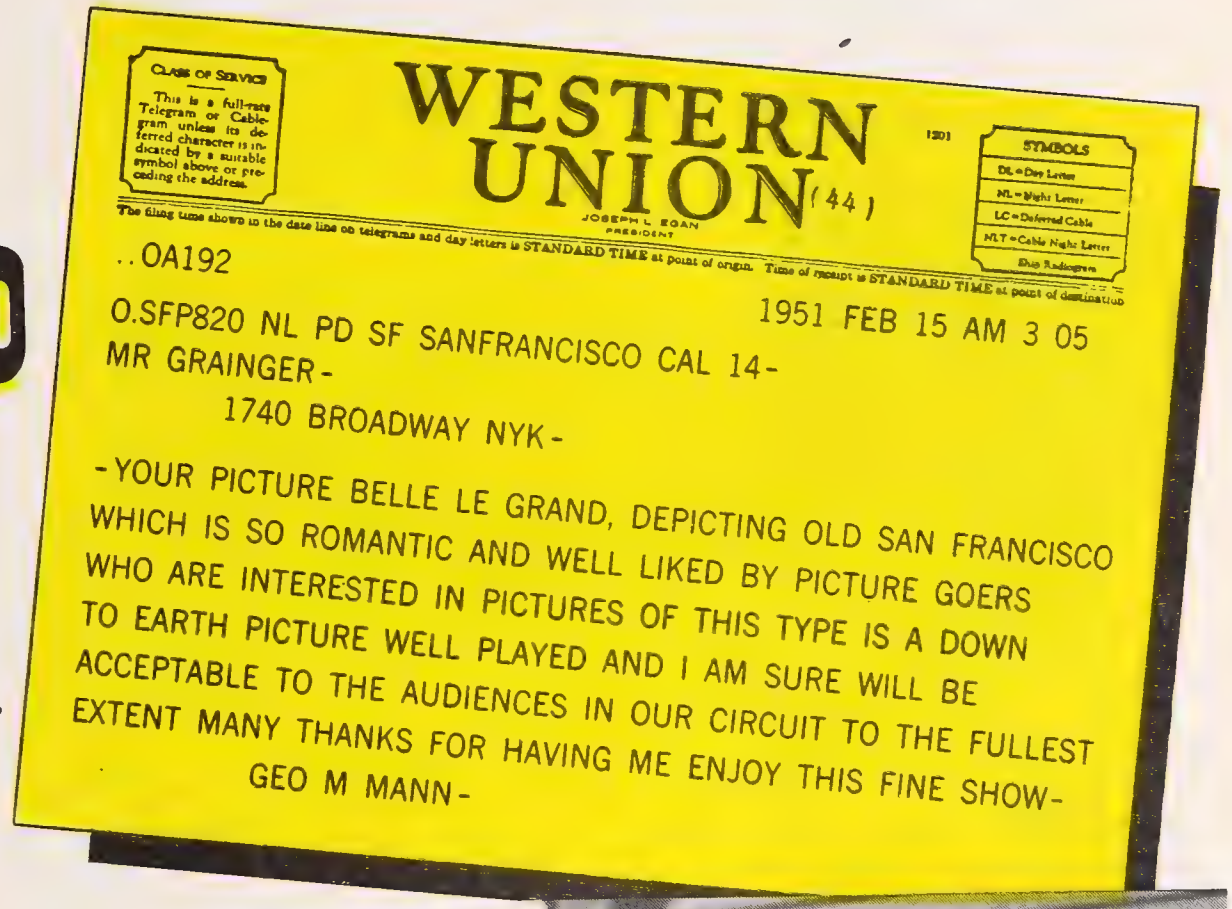
Peter B. Kyne's famous story
of Old San Francisco

starring

VERA RALSTON · JOHN CARROLL

introducing

MURIEL LAWRENCE



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GEO M MANN-

A MELODRAMA OF WALLOPING IMPACT!

San Francisco Call-Bulletin



THANK YOU

GEORGE M. MANN
President and Owner of the
Redwood Theatre Circuit of California.

National Pre-Selling

ARRANGEMENTS for what is described as one of the top promotional campaigns of the year have been completed by Paramount Pictures with the Lusk Candy Co. in behalf of Bob Hope's latest comedy, "The Lemon Drop Kid," which is set for national release in April. More than 18,000 retail outlets will be alerted in a tieup that will make the public "lemon-drop conscious." Every case of lemon drops shipped to the confectionary trade will contain a three-color display piece, while a larger poster is designed to tiein with playdates at a local theatre. More than 1,000 special two-pound boxes of lemon drops will be sent to the nation's top newspaper, radio and television commentators, while hundreds of regular-sized cartons will serve as giveaways, obtainable through Paramount's field exploitation staff.

•

In full color, the RKO Pantages Theatre, Hollywood, will adorn the front cover of the March 16 issue of *Collier's* magazine, as a tiein with the coming Motion Picture Academy Award presentations which will take place at the Pantages later in the month. *Collier's*, on a previous occasion, carried a front-cover of a typical theatre in the midst of a Saturday morning children's show, which was equally interesting and amusing to theatre managers and their patrons.

•

One of the most extensive promotion campaigns ever set up in support of a short subject will get rolling shortly for Paramount's Grantland Rice Sportlight, "Big Little Leaguers," the story of the organized baseball movement for children from eight to 12 years of age. Oscar A. Morgan, short subject sales manager for Paramount, has sent a special letter to all branch managers acquainting them with the national movement, and encouraging them to contact the league and local teams in every area. These "little league" teams are publicly supported and there will be a ready-made audience for the picture.

•

More than 50 chain stores in Chicago's Loop will participate in the promotion campaign set up for Paramount's "The Lemon Drop Kid" according to E. J. Fitzgibbon, the company's field man in the Chicago area. Each store will devote an entire window to a "lemon drop guessing contest" with passers-by asked to guess the number of lemon drops on display in a large container. Ten winners will be named from each store, and all 500 will be invited to a special screening of the picture, at which lemon drops will be served. The promotion will get under way 10 days before the Chicago opening of the picture.

•

The *New York Daily Mirror*, second largest circulation of any Metropolitan newspaper, carried a center double spread on 20th Century-Fox's "Bird of Paradise" in its rotogravure magazine section last Sunday, the first time that this Technicolor feature, scheduled for Easter release, has broken in the color supplements. The campaign of pre-selling is now approaching its height and will reach a climax within the next two or three weeks, in a majority of media breaks.

Coast Producers, Screen Writers Start Signing Eight-Year Pacts

Hollywood, Feb. 26.—Major motion picture studios, which conclude all labor contracts individually, today began affixing signatures to new eight-year pacts with the Screen Writers Guild, on which an agreement was reached a fortnight ago and which was formally ratified by the Guild membership over the weekend.

The contract, a product of long negotiations which promised for awhile to eventuate in a screen writers' strike, gives writers an increase in wage minimums, the separation-of-rights in original story sales, and other benefits.

A complete 15-minute radio program devoted to 20th Century-Fox's "The 13th Letter" will launch the first "Movie Mystery Month" in radio history on Sunday, March 4, over the Mutual Broadcasting's 450 stations from Coast-to-Coast. An interview with Otto Preminger, producer-director of "The 13th Letter," and excerpts from the sound track of the film will be heard over the "Mr. Mystery" program, as conducted by John Shuttleworth, editor of *True Detective* magazine. Plugs for "The 13th Letter" will also be heard over other top Mutual shows.

•

Promotion plans for the opening in New York of 20th Century-Fox's "I Can Get It for You Wholesale" have been set in motion with plans for mass tieins with the garment trades, which have reason to be interested in the picture. The story, based on Jerome Weidman's novel, deals with the operation of the ladies ready-to-wear garment industry, and points up a number of promotions at the local level which should be amusing and interesting to the retail trades.

•

National Silver is the latest manufacturer to participate in 20th Century-Fox's promotion for "Bird of Paradise." The company has created a special dinnerware pattern to be marketed aggressively through 3,500 stores, and a full scale dealer program is underway, with the mailing of a broadside on the picture to all dealers. The "Bird of Paradise" dinner set will be on display in early March, timed with the Easter playdates of the Technocolor film.

•

Among the more important TV shows on which "Bird of Paradise" fashions have been or will be exhibited a number of times are: The Margaret Arlen Show (CBS-TV), Vanity Fair Program (CBS-TV), Bride and Groom Program (CBS-TV), Buddy Rogers Show (WOR-TV), Barbara Welles Show (WOR-TV), and the Ilka Chase Show (CBS-TV). In addition, "Bird of Paradise" merchandise is being given away to contestants and guests on a number of radio quiz programs, including "Shoot the Moon" (ABC) and "What Makes You Tick" (ABC).

•

Phillips Wyman, vice-president of the McCall Corp. and publisher of McCall's Magazine, *has appointed Francis N. McGehee as advertising director of* Redbook *effective March 5. For many years, McGehee was associated with Scripps-Howard Newspapers, and since* 1943 *has operated his own business as a professional advertising sales counsellor. Simultaneously, Wyman reported that William E. Terry would be advertising manager of* Redbook *magazine.*

—WALTER BROOKS

Windsor Product Wrangle Continues

WASHINGTON, Feb. 26.—Lawyers for opposing parties in a local breach of contract film case got orders from a Federal judge here today to attempt to work out an out-of-court settlement, and did attempt to but failed.

They will go back to the judge tomorrow to try the case, part of the three-year old fight between the Walbrook and Windsor theatres in Baltimore. The Windsor originally brought a treble damage anti-trust suit against film distributors seeking some of the product going to the Walbrook. When 20th-Fox settled out of court with the Windsor, agreeing to split the product between the two houses, the Walbrook sued 20th-Fox for breach of contract. This was the case which Judge Curran ordered the lawyers to try to settle.

One of the highlights of the trial will be a difference of opinion between the 20th-Fox and Windsor lawyers as to how long the agreement to split product was to last. The Windsor lawyers say it runs indefinitely; 20th-Fox attorneys say it was a one-year-agreement, and since the one year is long past, it can now use competitive bidding.

New Coast Pay Talks Starting Tomorrow

HOLLYWOOD, Feb. 26.—Ralph Clare, representing studio transportation drivers and four other basic-agreement unions, is slated to meet tomorrow with Charles Boren, Association of Motion Picture Producers vice-president in charge of labor relations.

The meeting will open discussions similar to the "money addition" talks initiated between IATSE international representative Roy Brewer and the studios. Other unions represented by Clare will be the Building Service Employees, International Brotherhood of Electrical Workers, Operative Plasterers and Cement Finishers, International Hod Carriers and Building and Common Laborers.

Boost for Trade From Film Salesmen

PITTSBURGH, Feb. 26.—A two-fold plan to help increase theatre grosses was disclosed here by Robert H. Ruskin, president of the Pittsburgh Lodge of the Colosseum of Motion Picture Salesmen.

The plan calls upon salesmen to address all key civic groups, such as the Lions and Kiwanis, to boost the industry, and to form clinics to aid theatre owners.

"Each and every salesman is aware of the fact that the continued survival of the small theatre is as important to him as an individual, as to the company he represents," Ruskin declared.

New England Allied Group Hits 20th's 'Montezuma' Terms

BOSTON, Feb. 26.—New England Independent Exhibitors, Inc., an Allied States affiliate, has attacked in its latest bulletin 20th Century-Fox's sales policy on "Halls of Montezuma." The organization alleges that "This new policy demands a 40 to 66-2/3 per cent split or it imposes higher percentage terms by raising the floor on sliding scales from 20 to 30 per cent" and tends to put smaller situations into higher flat rentals "by arbitrarily raising the established buy off."

The picture, the association bulletin pointed out, "is being sold as a top picture and with this allocation we have no quarrel yet—but we do not think that Fox is being fair or even intelligent in expecting more for this than they have gotten for other top pictures."

At the recent Allied board meeting in Washington, Abram F. Myers, general counsel and board chairman, said that the national organization's film rental committee would take up the increased rental question "more especially" with 20th-Fox than with any other company. Discussions with 20th-Fox would be based on "general complaints," Myers said, whereas with other companies complaints would deal with prices of specific pictures.

A New York source has indicated that the Allied rentals committee is in process of "gathering data" preparatory to meeting with representatives of the companies.

ASCAP Nominates New Directors

The writers' and publishers' nominating committees of ASCAP have announced candidates for election to the Society's board of directors, in addition to the incumbents.

They are: Writer candidates in the popular production field, Arthur Altman, Maxwell Anderson, Bennie Benjamin, Mann Curtis, Sylvia Dee, Jimmy Eaton, Sammy Gallop, Alex Gerber, Morton Gould, Moe Jaffe, J. C. Johnson, Sidney Lippman, George Marion, Jr., John Redmond, Harold J. Rome, Louis C. (Lou) Singer, Harry Tierney and Jack Yellen.

Standard writers nominated are: Otto Cesana, Walter Golde, J. Rosamond Johnson, Frank La Forge, Robert MacGimsey and Harry R. Wilson.

Candidates for publisher directors in the popular production filed are: Ben Barton, Ben Bloom, Sam Fox, Charles H. Hansen, George Joy, Charles Lang, George Paxton, Abner Silver and Charles Trotta.

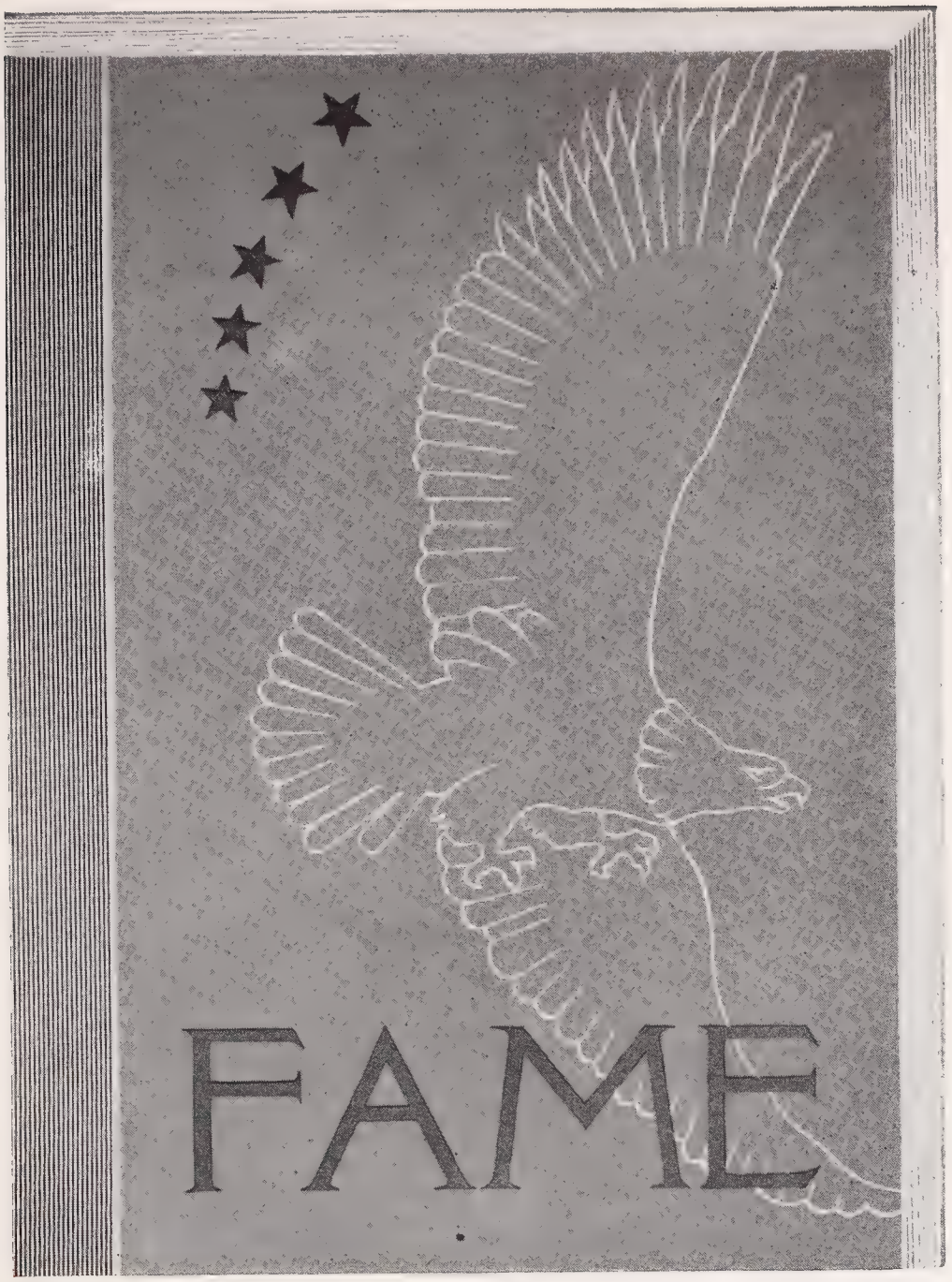
Standard publishers nominated are: Herman Coleman, Edwin C. Gunther and Carl T. Fischer.

Ed Solomon in New Exploitation Post

Eddie Solomon has been appointed assistant exploitation manager at 20th Century-Fox. Solomon will work with Rodney Bush, exploitation manager.

Solomon has been with the company for the past 10 years as field exploiteer in the Central division. Most recently he has been a member of the special services unit at 20th's studio.

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FAME...



Edited by Red Kann

FAME is the *only* publication which records, within a single book, the popularity status of talent in the three fields of Motion Pictures, Radio, and Television.

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Production of the 19th edition of FAME *is now nearing completion—for distribution soon.*

Order your copy now.

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A QUIGLEY QUALITY PUBLICATION

Griffith Decree Is Now Final

Washington, Feb. 26. — The deadline for taking an appeal by the Department of Justice from Judge Vaught's Federal Court decision in the Griffith anti-trust case today passed without any notice of appeal, and the decree is now final.

Government costs in the 11-year litigation totaled $30,974 and it has asked the defendants to pay them.

N. Y. Grosses

(*Continued from page* 1)

by holding over "Call Me Mister" and Danny Kaye on stage for an extra day, which brought in $26,900 last Thursday, reportedly the best Washington's Birthday gross in the history of the house. "U.S.S. Teakettle," bereft of the holiday bonus, looks for a satisfactory first week of $80,000; the Ritz Brothers top the stage bill.

Another opener, "Cry Danger," at the Paramount, is racking up $71,000 for its first week, which is eminently satisfactory. A second week for "Vengeance Valley" at the Capitol is rather slow but may wind up with more than $30,000. It is being pulled for "Three Guys Named Mike," which will open on Thursday. "Operation Pacific" is ending a four-week run at the Strand with a mild $20,000. Johnny Pineapple and his Hawaiian revue have taken over on stage; "Storm Warning" will bow in on Friday.

Among straight film policy houses, "Tomahawk" is bringing Loew's State good business with a gross of about $22,000 due for a second week. "Born Yesterday" is holding its place as a consistently steady grosser at the Victoria, with the holiday holding the 10th week's gross even with the ninth, for another $25,000 take.

"No Orchids for Miss Blandish" is expected to bring in about $18,000 for a good first week at the Globe, while "Under the Gun" is modest at the Criterion with $12,000 due for its first week. At the Mayfair another pair of re-issues, "Dodge City" and "Virginia City," are expected to draw an excellent $22,000 for an initial week. The Rivoli expects $20,000 for its first week with "The 13th Letter," which is only fair. "Harvey" at the Astor is holding at about $10,000 for a 10th week. It will make way for "14 Hours" today.

"Of Men and Music" is doing best at the off-Broadway showcases, with the Park Avenue reporting $11,000 for a second week, said to be 20 per cent better than any gross under the Reade circuit's management. The house is opening an hour early on Saturdays for an extra show.

"Cyrano de Bergerac" is slipping slightly in its 16th week of a two-a-day run at the Bijou, with an estimated $8,000 gross due. "Trio" is steady at the Sutton, with $6,000 expected for a 21st week.

20th Century-Fox Will Have Four Films on Broadway

With the arrival at New York's Astor Theatre next Tuesday of "14 Hours," 20th Century-Fox will have four major productions playing simultaneously in local first-run houses. They are: "U.S.S. Teakettle," at the Roxy; "The 13th Letter," at the Rivoli; "Of Men and Music," at the Park Avenue, and "14 Hours," which will be preceded by an invitational world premiere Monday evening.

Review

"Raton Pass"

(*Warner Brothers*)

BY way of departure from traditional Western pattern, "Raton Pass" portrays a lady as the designer of skullduggery. Actually the picture is the story of a conniving and ambitious lady, set against a conventional outdoor background. Characterizations are developed in greater-than-customary detail, otherwise there is the usual hard riding and blood-and-thunder hostilities.

Producer Saul Elkins has gathered a good cast for the proceedings. Patricia Neal is the determined lady of the story. Arriving in Raton in New Mexico, she focuses her attentions on Steve Cochran, a hard-as-nails ranch hand. However, when her eyes fall upon stronger pickings, Dennis Morgan, a wealthy rancher, she shifts her calculating attentions to him. Playing her cards right, Miss Neal marries Morgan and acquires half ownership of his sprawling ranch.

The screenplay by Tom W. Blackburn and James R. Webb has fashioned Miss Neal into a lady of insatiable appetite for power. When her husband Morgan, is out of town she makes a play for Scott Forbes, a rich railroad owner. Together they conspire to buy out the entire ranch. Morgan agrees to sell but plans his revenge by taking the ranch crew with him and also by shutting off Raton Pass which separates the ranch from vital grazing land. Miss Neal then hires Cochran as her trigger man, and he forthwith goes gun-crazy as battle after battle ensues. When finally the smoke of the range war has cleared, both Miss Neal and Cochran have been shot and Morgan again comes into possession of the ranch with Dorothy Hart at his side this time as his prospective wife. Basil Ruysdael lends sturdy support as Morgan's iron-willed father. Edwin L. Marin directed.

Running time, 84 minutes. General audience classification. Release date, April 7.

MANDEL HERBSTMAN

N. Y. Variety Crew To Discuss Moving

The prospective move of the New York Variety tent from the Hotel Astor to new headquarters in the Skouras Building here will be discussed tomorrow at a meeting of the tent's crew. Immediately before the crew meeting, the membership committee will meet.

Other matters coming up before the meeting, to be presided over by Fred J. Schwartz, chief barker, will be a report on the Variety blood bank set up in the French Hospital under the direction of Dr. Henry J. Falk, and reports from other groups under the welfare committee, headed by William German.

Holds Ryder Film For TV Build-up

HOLLYWOOD, Feb. 26.—Stephen Slesinger's release of his forthcoming Red Ryder feature will be withheld until after a similar series of TV films have been telecast.

The action was taken in line with Slesinger's belief that release of TV films first will create a box-office buildup for theatres when the regular film is released later. Hal Roach, Jr., is associated with Slesinger as executive producer in the Red Ryder projects.

Margaret Mayo, 68

Margaret Mayo, 68, playwright, died Sunday in Ossining (N. Y.) Hospital. Besides writing many stage hits, she wrote scenarios for the screen, supplying some of the early scripts for Goldwyn Productions.

Walter Ruf Services

HOLLYWOOD, Feb. 26.—Funeral services will be held Wednesday morning at St. Cyril's Catholic Church, for Walter Ruf, 48, trade journalist, publicist and public relations consultant, who died Sunday night.

Stillman, Rubine Here for UA Talks

Robert Stillman, head of Robert Stillman Productions, and Irving Rubine, advertising-publicity vice-president, have arrived here for a series of conferences with Arthur B. Krim, president of United Artists, and Max E. Youngstein, advertising-publicity vice-president, on releasing plans for Stillman's "The Sound of Fury," and "Queen for a Day."

"Queen for a Day," just completed, is the second of Stillman's slate of six pictures for UA release. Youngstein will be host at a trade press meeting for Stillman and Rubine today at the Stork Club.

United Artists' "Three Husbands" will have its New York premiere at the Palace Theatre on March 8.

20th-Fox Decree

(*Continued from page* 1)

pects of preparing the document and would not mark any serious disagreement. He said that negotiations had been proceeding amicably and that the opposing parties have been seeing eye-to-eye for some time.

The decree will be the fourth reached by the government and major film companies in the anti-trust suit initiated in 1938. Paramount and RKO have complied with the divorcement and divestiture requirements of their decrees, while Warner has until April 4 to file its plans, under a decree, to reorganize. Loew's, last of the defendants, is currently negotiating with the Department of Justice for a consent decree.

Denham-Gamble

(*Continued from page* 1)

erating partner in Greater Indianapolis Amusement Co.

Cockrill is a veteran of this territory, having been branch manager for Universal here years ago and later operated Cockrill Theatrical Enterprises. Also, he formerly was district manager for RKO Theatres at Fort Wayne.

Blanc Sets Variety Convention Groups

PHILADELPHIA, Feb. 26.—A working organization to handle the campaign for the 15th annual convention of Variety Clubs International, to be held here May 9-12, has been set up by Victor H. Blanc, general chairman of the convention.

Blanc has appointed a steering committee consisting of Ted Schlanger, Jack Beresin, James P. Clark, Jay Emanuel, Everett C. Callow, Harold D. Cohen, Edward Emanuel, Michael Felt, Louis J. Goffman, Jack H. Greenburg, David Supowitz and Bennett E. Tousley.

Emanuel Liaison Officer

Emanuel will act as liaison officer, Goffman will be in charge of legal affairs, and Greenburg is treasurer. Greenburg has appointed Herbert Baylson, Cecil Felt, William Blumberg, and Sidney Samuelson to assist him.

The carrying out of the campaign has been broken down into five divisions, as follows:

Michael Felt is in charge of operations and has appointed Mo Wax, Clint Weyer, Cecil Felt, Mitchell Panzer, Oscar Neufeld, Ben Biben, Sam Alesker and Louis Molitch as assistants.

Schlanger will be responsible for the banquet. Callow is his assistant, with Harry Biben and Harold Seidenberg looking after the entertainment, while those in charge of the technical side of the Ken Murray television show will be Harry Freedman, William A. MacAvoy, Harry Romain, William C. Goodwin, David O. Peterson, Elmer O. Wilschke, Abe Freeman, and Meyer Lewis.

The program will be under the direction of Cohen. Assisting him will be George T. Beattie, Cecil Felt, Harry Freedman, Meyer Lewis, Ralph W. Pries, Milton Rogasner, and George Sobel.

Emanuel is chairman of the journal committee, and has appointed as his aids Robert Adle, Herbert M. Miller, and Paul Greenhalgh.

Publicity is being handled by a committee under the chairmanship of James Ashcraft, who has appointed as his general assistants Mike Weiss and Ed Gallner, Helping them in the details of the work will be Robert Pryor, George Nonamaker, John Scheuer, Leonard Matt, William A. Banks, Irving Blumberg, Milton Young, William Brooker, Ed Rosenbaum, George Fishman, Max Miller, and Richard Mayers.

Speaker's Kit

(*Continued from page* 1)

livery before an audience.

The speeeches are entitled: "The Real Hollywood," "The Production Code," "Exploding A Myth," "Breathing Life Into the Blackboard," "Aisle-Seat Adventure," "Target for Today" (for delivery by a member of the industry), "Target for Today" (for delivery by a non-member of the industry), "Hollywood, the Unknown," "Hollywood Style" (for delivery by exhibitors), "Hollywood Style" (for delivery by non-members of the industry), and "Powers of Destruction."

It is pointed out in a kit foreword that the speeches "can be used as written or adapted in any way deemed advisable by the speaker."

Thus far, only leaders of COMPO's 10 charter-member groups have been provided with copies of the kit, but the all-industry agency expects soon to place copies in the hands of all who require them.

Big Business in Conn.

HARTFORD, Feb. 26. — Receipts of Connecticut motion picture theatres total more than $19,000,000 a year, according to the Census Bureau.

U.K. Theatre Gross Up Last Summer

LONDON, Feb. 26.—Britain's 4,580 theatres grossed £26,976,000 for the three months ended Sept. 30, last, according to statistics just published by the British Board of Trade. The figure represents a gain of 6.6 per cent over the preceding quarter.

The number of admissions, some 358,913,000, was five per cent more than in the previous quarter. Average admission price was 18 pence, compared with 17.8 pence in the previous quarter. The proportions of gross going to admission tax, film rental and exhibitors remained practically unchanged from the previous quarter.

Unused studio space increased to 62 per cent and studio employment declined further to 3,523 persons from a previous total in excess of 4,000.

Sulphur Shortage Hits British 'Labs'

LONDON, Feb. 26.—An expected allocation order for chemicals to British users, including film laboratories, is expected to be made by the U. S. National Production Authority around March 1 to alleviate a drastic shortage here.

Sulphur and its derivatives are the products in particularly short supply. William A. Fielder, chairman of the Film Laboratory Association, said that unless an adequate allocation is obtained soon, laboratories would be forced to close, with an immediate effect on the entire British film industry. So serious was the situation that Harold Wilson, president of the Board of Trade, planned to visit Washington to press for an immediate allocation. His planned visit will be canceled if the NPA acts this week, as expected.

Wiethe Heads Ohio Film Booking Unit

CINCINNATI, Feb. 26.—Louis Wiethe, local circuit operator, has been re-elected president of the Theatre Owners Corp., a buying-booking agency. Willis Vance was retained as first vice-president. New officers include Charles Ackerman, second vice-president, Herman Hunt, secretary, and Elstun Dodge, treasurer.

Harold Hoffert was chosen to head the new post of exhibitor relations. Ruth Drout was appointed short subject booker and Rex Carr was renamed general manager. Directors, in addition to the officers, include: Mrs. M. M. Wienig, Maurice Chase, John Hewitt, Jerome Kuntz, Manny Marcus and Sante Macci.

RCA Protests FCC High Court Brief

WASHINGTON, Feb. 26.—The Supreme Court was asked today by Radio Corp. of America to deny the motion of the Federal Communications Commission seeking to avoid the court's review of the color television case.

In its brief, RCA claimed that the Commission's action in prohibiting the broadcasting of its color television system in competition with the CBS color system is contrary to law. It also pointed out that this is the first time that the Federal regulation of the television industry has come before the Supreme Court.

20TH SPACES PRINTS FOR 'PEAK LOAD' WEEKS TO SAVE FILM

Spacing out of "peak load" weeks for subsequent runs is the method planned by 20th Century-Fox to conserve raw stock by reducing the number of prints of each picture, according to William C. Gehring, 20th's assistant, general sales manager.

The objective is to keep 20th-Fox's film-stock buy at its present level even though the company will release five more pictures in 1951 than it did in 1950, Gehring said. He is confident that playing schedules can be re-arranged sufficiently to accomplish this without materially changing the availability of prints.

Gehring said the government did not suggest the move, but that the company wishes to tighten up on its use of raw stock in case of a possible shortage due to defense demands. He pointed out that as yet the film division of the National Production Authority has placed no limitations on the use of raw stock.

As an example of a "peak load" Gehring used the Philadelphia situation where, after a three-week clearance, a film breaks in 21 subsequent-runs. If other large cities have a subsequent-run break on the same film in the same period, the demand for prints runs very high. By shifting the subsequent-run breaks in various cities a smaller number of prints can fill the demand.

Pre-release saturation bookings, Gehring said, actually ease the strain on print demand by taking care of solid sections of the country before general release.

Print requirements vary with different films, Gehring reminded. On the basis of 60 bookings per print, theoretically 250 prints could take care of 15,000 accounts, but that number is rarely sufficient. He noted that "Father Was A Fullback" needed 500 prints to keep up the demand.

Gehring said that he would be satisfied if the new scheduling plan, still not completed, keeps the number of 20th-Fox prints somewhere between a low of 300 and a high of 400.

M-G-M Steps Up Trailer Output

More stars and personalities will narrate and appear in trailers for the forthcoming M-G-M product than ever before in the company's history, it was reported to Howard Dietz, advertising - publicity vice - president, by Frank Whitbeck, studio trailer and advertising head. Dietz returned here yesterday from the Coast, where the policy was set following extensive discussions by M-G-M executives.

The "go-ahead" sign was also given by Dietz for producing 15 two-weeks-in-advance teaser trailers to precede regular trailers on theatre screens by one week. Representing one third of the company's 45-picture output, teasers for the coming year are more than triple last year's total.

British Royalty at Warner Premiere

Britain's Princess Margaret will head the world premiere audience at Warner's "Captain Horatio Hornblower" when it opens at the Warner Theatre, London, on April 12, Warner's home office reported here.

Vice-Admiral Earl Mountbatten is the president of a committee in charge of special arrangements and sale of tickets for the premiere, which is to be held for the benefit of King George's Fund for Sailors.

Correction

Carl Foreman received the top trophy in the recent third annual awards presentation of the Screen Writers Guild, for his "The Men," being awarded the Robert Meltzer Award for the picture of the year "which best depicts the American scene." It was inadvertently stated that Foreman and Meltzer had been given the award. The Meltzer Award is presented annually.

Files Anti-Monopoly Mexican Film Plan

MEXICO CITY, Feb. 26.—A plan aimed at curbing alleged monopolistic practices in the Mexican film industry has been submitted to General Abelardo L. Rodriguez, head of Credito Cinematografico, the semi-official film producing, distributing, exhibiting and financing organization. He promised to submit the plan, which is intended to encourage private initiative, to President Miguel Aleman.

The proposal which calls for more private financing initiative by affording more facilities for private banks to back film production and theatre operation, was submitted by a delegation of independent producers, headed by Miguel Contreras Torres. The independents complain of too much semi-official financing.

King Brothers File Suit on 'Gangs'

LOS ANGELES, Feb. 26.—King Brothers has filed a Superior Court breach of contract suit here against Eagle Lion Classics, PRC Pictures and Pathe Industries, Inc., asking an accounting on "Paper Bullets," produced by King in 1941, and currently reissued as "Gangs, Inc."

The suit asserts that the distributing companies subjected the film to distribution costs in excess of terms called for under the contract and failed to reveal this in statements until recently.

Files Copyright Action

H. K. S. Motion Picture Producing and Distributing Corp. reported here yesterday that it has begun in U. S. District Court, New York, an action against Dwain Esper and RKO Theatres charging infringement of copyright covering a film entitled "Savage Bride." Damages of indeterminate amount and an injunction are sought.

Will Ask Compo to Act on 'Star Pool'

When the board of the Council of Motion Picture Organizations meets again in the spring, Edward Lachman's proposal for a "Hollywood star pool" will be recommended for incorporation in COMPO's general plans. Lachman, member of Allied States Association's board, reported here yesterday that he urged at its recent meeting in Washington that COMPO be asked to act on the proposal.

The plan calls for a reserve of stars who would be routed into small-town theatres from time to time for personal appearances along with regular film shows.

Weisners to Form Production Firm

Irving Weisner, realtor, and formerly an exhibitor, and his brother, Sidney, an attorney, will form Weisner Brothers Productions, with headquarters here for the production and financial support of independents. They will also schedule six pictures to be made by the company itself. The Weisners entered the motion picture field with "Two Gals and a Guy," which starred Robert Alda and Janis Paige.

Wood Estimates Drop Of $6,000,000

COLUMBUS, O., Feb. 26.—Gross theatre receipts in 14 major Ohio cities during 1950 dropped $6,000,000, according to a report by P. J. Wood, secretary of the Independent Theatre Owners of Ohio. Wood based the figure on a 17 per cent decline in admission tax receipts in those cities. He said that an additional $6,000,000 was dropped by other areas in the state.

The 14 cities include Akron, Canton, Cincinnati, Cleveland, Columbus, Lima, Lorain, Mansfield, Marion, Newark, Portsmouth, Springfield, Warren and Youngstown. Columbus had a drop of 21 per cent, the second highest; Cincinnati was highest with a 27 per cent decline. Wood said the Columbus drop represents a gross decline in box-office receipts of $960,000 in 50 theatres.

35th Anniversary For 'Tarzan' Series

"Tarzan's Peril," current Sol Lesser feature produced for release through RKO Pictures, marks the 35th anniversary of the Tarzan series.

Robert Mochrie, RKO's sales vice-president, reported here that the picture will open in as many theatres as possible on March 15 in observance of the anniversary. Lex (Tarzan) Barker is touring the country making personal appearances in advance of the blanket playoff.

N. Y. Transit Ban

ALBANY, N. Y., Feb. 26.—A bill which would ban "dangerous" transportation of nitro-cellulose, instead of cellulose acetate film, upon a vehicular crossing operated by the New York Port Authority has been passed by the senate and sent to the assembly.

May Ask Control of Commercial Rents

Washington, Feb. 26.—The Administration reportedly will ask Congress soon for authority to control commercial as well as residential rents again.

Such a request is said to be under consideration but, if made, the Administration will have a hard job persuading Congress to grant it such power.

About 30 from ELC In Eros U.K. Deal

LONDON, Feb. 26.—Eros Films will distribute around 30 Eagle Lion Classics' releases here under the deal concluded recently, Sid Hyams, managing director of Eros, said on his return here from New York. The list will include 21 from ELC, of which six will be in Technicolor and four in Cinecolor; seven or eight from Joseph Seidelman's Fidelity Pictures, and three from Harry Sherman.

The deal boosts Eros' releases to around 40, including their own local output of six or seven annually. There is no provision now for ELC to distribute the Eros British output in America. Hyams left a proposal for joint production with Sam Seidelman, ELC foreign manager, for further consideration.

Heineman

(*Continued from page* 1)

that MacMillen is giving consideration to the possibility of securing L. Jack Schlaifer, former ELC general sales manager and one-time Eagle-Lion distribution vice-president, for the spot Heineman is vacating. Schlaifer, who formed Jack Schlaifer Associates last July, has since been identified with the selling of pictures financed by N. Peter Rathvon for ELC release.

MacMillen, who returned here yesterday from Hollywood, reported that in line with ELC's plans for "quality pictures with top stars," David Rose's Coronado Productions has been contracted to make "God's Little Island" in Technicolor in the Bahamas with Linda Darnell starred. Meanwhile, he said, Hal Stanley will deliver to ELC "Come Out Singing," a Cinecolor musical starring Donald O'Connor and Marilyn Maxwell. Benagoss Productions will film "White Rose in France" in Technicolor, with Glenn Ford and Geraldine Brooks, for ELC release and Ed Gardner will produce "Man With My Face," starring himself, in Puerto Rico.

MacMillen also closed with producer Jack Schwartz for the production of 15 low budget pictures.

18 Book ELC Duo Day-Date

Eighteen first-run theatres in key cities have booked Eagle Lion Classics' "Paper Gallows" and "The Taming of Dorothy" day-and-date, it is reported by Bernard G. Kranze, ELC general sales manager.

McDonald Succeeds Sklar

CHARLOTTE, Feb. 26.—With the resignation of Arthur Sklar, M-G-M office manager here, Hugh McDonald, head booker, has been moved up to the post.

UPT Texas Divestiture

(*Continued from page* 1)

and, unless the Park Drive-In is disposed of, one other theatre. The Park Drive-In may be retained only on a court finding that competition is not unduly restrained.

Amarillo: Capital and Rialto, one of them to a purchaser who will operate the theatre as a first-run. Paramount or State if certain conditions are not met for competition from independents, similar to the conditions in the Warner decree.

Arlington: Texan. The Arlington may be retained only if the court finds competition not unduly restrained. If the Arlington is sold, the Texan may be retained.

Austin: Queen, Capital and Texas. Possibly two additional first-run theatres unless certain conditions are met for competition from an independent.

Breckenridge: Palace or National. If the National is sold, the Palace shall be divested or subjected to a 60 per cent product limitation if for the next five years an independent with a suitable theatre does not have a chance to get first-run films.

Brownsville: Capitol. The Majestic can be retained only on a court finding competition is not restrained unduly. If the Majestic is disposed of, the Capitol may be retained.

Brownwood: Three of either the Bowie, Lyric, Queen and Ritz.

Corsicana: Palace or Ideal and Rio or Grand.

Dallas: in downtown Dallas, the Melba, Rialto and Capitol. In North Dallas, Esquire or Village or Inwood or Varsity; Knox and Lawn. If the Varsity is sold, the purchaser must promise to run it as a first neighborhood run. UPT must sell anywhere up to another three theatres in North Dallas depending on the competitive situation in first and second neighborhood runs in the area.

In South Dallas, the Dalsec. One additional theatre to be sold or subjected to a product limitation if certain conditions for independent competition are not met. In Northwest Dallas, the Circle shall be sold or subjected to a product limitation if certain conditions are not met for independent competition.

Denison: Rialto or State to a purchaser who promises a first-run policy.

Denton: Texas and Palace or Dreamland. The Campus may be retained only with court approval and only if subsequently certain conditions for independent competition are met. If the Campus is sold, the Texas may be retained.

Eastland: Majestic and Lyric.

El Paso: Ellanay and Texas Grand, or State and Texas Grand. If the State is sold, UPT may have to sell up to two additional first-run theatres if certain conditions for independent competition are not met.

Fort Worth: Hollywood, Majestic, Varsity and Ridglea. The Mansfield Drive-In may be retained only with court approval.

Galveston: State, Key and Tremont. The Broadway must be sold or subjected to a product limitation if certain conditions for independent competition are not met. The Oleander Drive-In may be retained only with court approval.

Harlingen: Either the Rialto or Arcadia must be sold, or the Strand must be sold and one other theatre either sold or subjected to a product limitation if during the next five years an independent in Harlingen or San Benito with a theatre suitable for first-run operation is not given a chance to get first-run films. If the Rialto and Arcadia are kept, UPT must sell an additional theatre if at any time during the next five years three UPT theatres play first-run.

Houston: In downtown, Majestic or Metropolitan or Kirby shall be sold or subjected to a product limitation if certain conditions for independent competition are not met. In the Southwest zone, Paramount has two alternatives. It can sell two first neighborhood run theatres, one of which shall be the Yale, Alabama or Tower. Or it can sell the Yale or Alabama or Tower or the River Oaks and then sell up to two other first neighborhood run theatres if certain conditions are not met for independent competition in the zone. No matter which alternative is taken, UPT must sell an additional theatre or take a product limitation if certain conditions are not met for competition from independents.

In southeast Houston, the Broadway or Eastwood or Santa Rosa. If the Santa Rosa is sold, an additional first neighborhood run theatre must be sold if certain conditions for independent competition are not met. If certain other conditions are not met, Paramount must sell another theatre or take a product limitation.

In north Houston, Irvington Drive-In and Hempstead Drive-In. The North Main must be sold if certain conditions for independent competition are not met; it must be sold or subjected to a product limitation if certain other conditions are not met. Two more theatres must be sold or subjected to a product limitation—and not the Shepherd Drive-In—if still other conditions for independent competition in the zone are not met.

McAllen: Palace or Queen.

Mercedes: Either the Rex and the Rio; or the Tex, and then one additional theatre if during the next five years two United Paramount theatres play first-run.

Paris: Grand or Main or Plaza; and Airport Drive-In. If the Main or Plaza is sold, the purchaser must promise a first-run policy.

San Antonio: In suburban San Antonio, the Sunset, Laurel and Woodlawn. In the downtown area, Paramount has two choices. It can sell any two of the Majestic, Aztec, Texas and Empire. Or it can sell the Aztec and then sell or subject to a product limitation one of the other three theatres if in any year during the five years following the sale of the Aztec two independent theatres are not regularly playing first-run for the greater part of the year.

San Marcos: Palace or Texas; and Hays. If the Texas is sold, the Palace must be sold or subjected to a product limitation if certain conditions for independent competition are not met.

Temple: Arcadia or Bell. The Bell can be sold only to a purchaser who promises a first-run policy.

Tyler: Tyler or Liberty. The Crest Drive-In can be kept only with court approval. If the court permits UPT to retain the Crest Drive-In, one other theatre must be sold.

Vernon: The Vernon must be sold or subjected to a product limitation if certain conditions are not met for independent competition.

Waco: The Waco or Orpheum.

Weswaco: The Gem.

Wichita Falls: Wichita or Strand or State. If the State is sold, UPT must sell another theatre if certain conditions for independent competition are not met.

Another theatre must be sold if in any year during the next five years UPT theatres play first-run for more than an aggregate of 104 weeks. If the Justice Department finds that a competing first-run theatre will be adversely affected by the first-run showing of pictures at more than two UPT theatres, UPT shall divest itself of an additional theatre or cease showing first-run at more than two theatres.

In addition to all the theatres specifically listed above which United Paramount must sell, it must within three years sell any additional theatres to bring its total holding in the Interstate and Texas Consolidated chains down to 95 theatres or less.

WB Divestiture Starts in Conn.

Hartford, Feb. 26.—In the first transaction covering the sale of a Warner Brothers theatre property in Connecticut as a result of the government's anti-trust action, the Raphael Realty Co. of New Britain has purchased the Capitol Theatre Building, New Britain, for an undisclosed sum.

A number of additional Warner theatre properties in Connecticut are also up for sale under the decree.

Davis-Daff

(*Continued from page* 1)

don a print of "The Browning Version," just completed at Rank's Pinewood studios and regarded as one of the best of his recent productions. It is planned to screen the picture for some of the Universal sales force during the tour of exchanges.

While here Davis also may discuss arrangements for distribution of Rank product not allocated to Universal, as a replacement for the distribution formerly handled by Eagle Lion Classics here. The latter's deal with Rank was terminated recently. It is reported in that regard that some of the Rank pictures may go to United Artists. Robert Benjamin, member of the New UA control group, is president of the J. Arthur Rank Organization here.

UPT Retains

(*Continued from page* 1)

quired from Hoblitzelle and his associates their stock interests in the Interstate and Texas Consolidated operations. Both will be given long-term operating contracts by UPT, it is reported.

The proposals, in the form of amendments to the Paramount consent decree, will be put before the Federal Statutory Court in New York for approval on Thursday.

Ticket Tax Repealed

SHELBY, O., Feb. 26.—The City Council here has repealed the three per cent admission tax on the ground that it is discriminatory. The impost, in effect since 1947, has netted the city $8,000 annually.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 69. NO. 39 NEW YORK, U. S. A., TUESDAY, FEBRUARY 27, 1951 TEN CENTS

UPT Retains Hoblitzelle And O'Donnell

Long Term Contracts For Both Are Reported

DALLAS, Feb. 26.—Following announcement of the city-by-city divestiture provisions of the Paramount decree on Interstate and Texas Consolidated circuits, as set forth in adjoining columns, Karl Hoblitzelle, president of Interstate, reported today that Interstate's management would continue in its present form.

Hoblitzelle said he and R. J. (Bob) O'Donnell, vice-president and general manager, would continue to direct Interstate's operations.

Others who have been in key posts at Interstate include E. J. Solon, treasurer; J. Q. Adams, assistant to the president; T. de Boer, comptroller; P. K. Johnson, booker, and C. C. Hoover, purchasing chief.

United Paramount Theatres has ac-

(*Continued on page 8*)

B'way First-Run Grosses Move Up; $140,000 for Hall

Spurred on by a spell of clear cool weather which began on Washington's Birthday, grosses at New York's first-run theatres hit the best average reported since the Christmas and New Year holidays.

"Payment on Demand" at Radio City Music Hall in a second week is topping the initial week's take by about $10,000, with $140,000 due—a good gross at the Hall in any week with any picture. Russell Markert's revue is on stage.

The Roxy capitalized on the holiday

(*Continued on page 6*)

Winikus Resumes As UA Ad Manager

Francis M. Winikus, who resigned as United Artists advertising manager on Jan. 1, yesterday was re-appointed to the post by Max E. Youngstein, newly-named vice-president and national director of advertising-publicity-exploitation.

Formerly with Warner's advertising department, Winikus joined United Artists in 1946 as a copywriter, was appointed copy chief and then advertising manager in 1947.

INTERSTATE, TEXAS CONSOL. THEATRES UPT MUST DIVEST

Washington, Feb. 26.—Here are the details of the proposed amendment to the Paramount consent decree, permitting United Paramount Theatres to acquire complete ownership of Interstate Circuit, Inc. and Texas Consolidated Theatres, Inc.:

To the extent the theatres which United Paramount can keep in the two circuits puts the total UPT theatre ownership over the maximum figure set in the original consent decree, United Paramount will within three years get rid of its interest in comparable theatres in other areas.

As for the theatres which United Paramount must unconditionally get rid of in the Interstate and Texas Consolidated circuits, at least one-third must be sold within one year from the date of the new order, another third within two years, and the rest within three years. All theatres which UPT may have to sell under one of the conditions in the amendment must be disposed of "within six months of the time they are required to be divested."

No theatre can be sold to any company which was a defendant in the original government anti-trust suit, which is owned or controlled by or affiliated with such a company.

Four theatres must be divested in Albuquerque, New Mexico—Hiland and 66 Drive-In, Kimo or Sunshine, and Chief or Rio or Lobo. All other theatres to be divested are in Texas. Here are the city-by-city requirements:

Abilene: Paramount or Majestic

(*Continued on page 8*)

Heineman May Extend ELC Stay

William J. Heineman, who is scheduled to become United Artists' new distribution chief, will continue in charge of Eagle Lion Classics' distribution until March 12 if William C. MacMillen, Jr., ELC president, has not selected a successor to Heineman by the end of this week. Heineman originally was scheduled to leave ELC next Friday.

MacMillen and Bernard G. Kranze, ELC general sales manager, yesterday began discussions concerning the latter's succeeding Heineman at UA. Meanwhile, however, it is understood

(*Continued on page 8*)

Davis to Tour 'U' Branches with Daff

John Davis, managing director of the J. Arthur Rank organization in Britain, arrived here from London by plane on Sunday and will leave in a day or two for a tour of Universal exchanges accompanied by Al Daff, worldwide sales director for Universal, and other company executives. Universal distributes for Rank here.

Davis's first stop will be in Chicago on Friday. From there the group will visit other Universal exchanges as far West as San Francisco, before returning here.

Davis brought with him from Lon-

(*Continued on page 8*)

Pile Industry Ammunition In COMPO Speaker's Kit

A 100-page "Speaker's Kit" has been issued by Council of Motion Picture Organizations headquarters here to provide material "for talks either by people in our industry or by others outside our business who might feel disposed to champion motion pictures before civic clubs, women's groups, over the radio or elsewhere."

The kit comprises 11 addresses, written by Dick Pitts, COMPO editorial director, to assist "motion picture people in presenting the film industry's case to the public." Each speech requires about 15 minutes for de-

(*Continued on page 6*)

Denham Buys Out Gamble in Indpls.

INDIANAPOLIS, Feb. 26.—Gamble Enterprises, headed by Ted R. Gamble of New York, today sold its half interest in Greater Indianapolis Amusement Co. to Denham Theatres of Denver, headed by B. D. Cockrill.

The Greater Indianapolis Amusement Co. operates four of Indianapolis' five first-run theatres, the Circle, Indiana, Lyric and Keith's. Fourth Avenue Amusement Co. is the other op-

(*Continued on page 6*)

Says 20th-Fox Decree Ready By Weekend

Chas. Skouras Free to Head Theatres: Koegel

Final agreement between 20th Century-Fox and the Department of Justice for a consent decree is expected to be reached this week, with an appearance before the Federal Court here expected by the end of the present deadline on Monday, according to Otto E. Koegel, 20th-Fox chief counsel.

The decree will place no barrier in the way of Charles P. Skouras continuing to head up the new theatre company which will emerge from the reorganization, Koegel said, adding that the government never opposed such a suggestion.

Koegel said that any delay which might necessitate a last-minute extension beyond Monday for filing of the decree would arise from technical as-

(*Continued on page 6*)

High Court Will Not Interfere in TV Censorship Rule

WASHINGTON, Feb. 26.—The U. S. Supreme Court today refused to hear an appeal from a lower court decision holding that states cannot censor films to be shown on television programs.

The high court gave no reasons for its stand, merely noting in a long list of actions its refusal to review the lower court ruling. Accordingly, today's action cannot be used to any great extent as a precedent for arguing against state censorship of films for exhibition in theatres, since the chief ground for the lower court rul-

(*Continued on page 4*)

Report U. A. May Acquire Lopert Co.

It was reported here yesterday that a proposal for the take-over by United Artists of the recently formed Lopert Films Distributing Corp. has been advanced.

Efforts to reach Arthur Krim, U.A. president; Ilya Lopert and Sir Alexander Korda, partners in Lopert Distributing were unsuccessful. However, a spokesman described the report as "premature," indicating that while the

(*Continued on page 4*)

Personal Mention

ANDY W. SMITH, 20th Century-Fox sales vice-president, has returned to his office following a two-week vacation.

•

JAMES R. GRAINGER, Republic executive vice-president in charge of sales and distribution, has returned to New York from a tour of Southern exchanges.

•

MONTAGUE SALMON, managing director of New York's Rivoli Theatre, accompanied by MRS. SALMON, has left here for the Coast on a vacation trip.

•

SOL SIEGEL, 20th Century-Fox producer, is en route here from England on the *S.S. Queen Elizabeth* and will leave immediately for Hollywood following his arrival on Friday.

•

CALVIN GAETA, assistant buyer and booker for Martina Theatre Corp., Albion, N. Y., recently became the father of a baby girl, PAMELA ANN.

•

HARRY HARDMAN, head of the sound department of the Wilby-Kincey Theatre Service Co., Atlanta, is confined to a hospital there.

•

EDWIN L. HARIN, Warner Brothers director, has entered Cedars of Lebanon Hospital, Hollywood, for a checkup.

•

BILL WOODS has been promoted from office manager to city salesman at the Minneapolis Columbia exchange.

•

MAX THORPE, British managing director for Columbia, has returned to London following a home office visit here.

•

ARTHUR C. BROMBERG, of Monogram's Southern Exchanges, Atlanta, has returned there from Chicago.

•

EDDIE CANTOR and GEORGE JESSEL will be honored at a testimonial dinner here on May 5, to be given by the Jewish Theatrical Guild.

•

MORT SPRING, vice-president of Loew's International, returned here yesterday from the Coast.

•

WILLIAM H. WRIGHT, M-G-M producer, is slated to leave here for Hollywood tomorrow.

•

EMANUEL SILVERSTONE of 20th Century-Fox's foreign department, has left London for South Africa.

•

WILLIAM B. LEVY, worldwide sales head for Walt Disney Productions, has returned here from Hollywood.

•

AL MARGOLIES has returned here from London where he produced three 30-minute films for television.

•

HUGH OWEN, Paramount's Eastern and Southern division manager, is in Boston today.

'Look' Awards Go to Davis, Stewart, Swanson, Zanuck

Bette Davis, James Stewart, Gloria Swanson and Darryl F. Zanuck have been named tops in the "Annual Movie Awards" of *Look Magazine* in "tribute to their outstanding achievement in the motion picture industry."

Bob Hope will present gold plaques to the 1950 *Look* award winners on his radio program this evening over the NBC network, marking the 10th annual presentation of *Look* awards which are given "to the men and women who create America's film entertainment."

At the same time, *Look's* selection of the "best pictures of the year" will be named as follows: "All About Eve," (20th Century-Fox); "Annie Get Your Gun," (M-G-M); "In A Lonely Place," (Columbia); "The Jackpot," (20th Century-Fox); "The Asphalt Jungle," (M-G-M); "Cinderella," (Disney-RKO); "Kind Hearts and Coronets," (Eagle Lion); "King Solomon's Mines," (M-G-M); "Cyrano de Bergerac," (United Artists); "Mister 880," (20th Century-Fox); "The Glass Menagerie," (Warner); "Harvey," (Universal-International); "No Way Out," (20th Century-Fox); "Sunset Boulevard," (Paramount); "Francis," (Universal-International); "The Men," (United Artists).

Bette Davis was named best actress of the year "for the greatest performance of her life," in "All About Eve," James Stewart was named best actor of the year, for his roles in "Harvey" and "The Jackpot."

Gloria Swanson will be given a special award, "for the most sensational comeback in motion picture history." To Zanuck will go an "All-Industry Achievement Award," for his contributions to the screen in 1950, and as a pace-setter for the industry."

Gold plaques will also be presented to Judy Holliday, as the most promising female newcomer, "for one of the freshest, most dazzling comedy performances, in 'Born Yesterday'"; to Marlon Brando, as the most promising (male) newcomer, "for an outstanding debut, in 'The Men'"; to Josephine Hull, as the best supporting female player, for her role as Elwood P. Dowd's sister in "Harvey," and to Arthur Kennedy, as the best supporting male player, for his brother role in "The Glass Menagerie."

Gold plaque presentations will also be made to Stanley Kramer, as "best producer," "for proving that good films with unusual themes can be made on low budgets, and for producing two of the year's best pictures, 'The Men' and 'Cyrano de Bergerac'"; to Joseph Mankiewicz, "best writer and best director," "as both writer and director of 'All About Eve'" (this is the first time in the 10-year history of the *Look* Awards that two Achievement Awards are given to a single person); to Robert Surtees, "best cameraman," "for his Technicolor photography in 'King Solomon's Mines,' the best cinematography of the year," and to Walt Disney who will be given a special 10-year award, "for making the most original films in the world."

Top Honors in 'Look' Poll to Chakeres

The ever-increasing importance of the exhibitor to the industry is recognized in the current issue of *Look Magazine*. An award will be presented to Phil Chakeres of Springfield, Ohio, head of Chakeres Theatres, who "symbolizes the showmanship and community service of 20,000 theatremen throughout the United States," the magazine's publishers announced here yesterday.

This marks the first time that *Look* has made an exhibitor award, given "in recognition of the great contribution of the exhibitor to the whole pattern of the motion picture industry." Variety International aided the magazine in selecting the winning exhibitor.

ELC-Loew's-RKO Action Moves Along

WASHINGTON, Feb. 26.—Attorneys for Eagle Lion Classics on the one hand and Loew's and RKO circuits on the other have "just about worked out" an agreement as to how much information each will supply the other in connection with the $15,000,000 anti-trust action now pending in New York.

ELC brought the suit against RKO and Loew's charging that the two companies refused to let independently-produced films into their New York neighborhood first run circuits. Today, Feb. 26, was originally set as the date for each party to answer interrogatories served by the other, but there was considerable dispute as to the scope of these interrogatories, and rather than fight it out in court the parties have been negotiating on the scope of the information to be supplied. These negotiations are nearly over, and when final agreement is reached a new deadline for supplying the information will be set.

Gluck Named a V. P. Of United World

Norman E. Gluck has been named a vice-president and a member of the board of directors of United World Films, non-theatrical film subsidiary of Universal Pictures, it was announced here yesterday by James M. Franey, company president.

Gluck has been associated with United World for the past three years and during the past year he has been in charge of the television department. Before joining United World, he was a theatre manager, managing the Park Avenue Theatre here during 1947-48. He managed Skouras theatres for 12 years.

Ebenstein in MPAA Copyright Post

Morris Ebenstein of Warner Brothers was named chairman of the Motion Picture Association's copyright committee at a luncheon-meeting held here yesterday at the Hotel Algonquin.

Ebenstein succeeds Edwin P. Kilroe who resigned from the committee post concurrent with his retirement from 20th Century-Fox.

In an unprecedented action, the committee also designated David O. Decker of Loew's as its honorary chairman. Cyril S. Landau of Universal was elected secretary. The terms are for one year.

Present at yesterday's meeting, in addition to Decker, Ebenstein and Landau, were: Irving Moross, Columbia; James S. Polk, Paramount; Theodore R. Black, Republic; Peter F. Pugliese, RKO; Harry J. McIntyre, 20th Century-Fox; Adolph Schimel, Universal; Austin C. Keough, chairman of MPAA's law committee; Sidney Schreiber, MPAA.

20th-Fox Declares Three Dividends

The board of directors of 20th Century-Fox has declared a quarterly dividend of $1.12½ per share on outstanding prior perferred stock, payable March 15 to the stockholders of record on March 6. A quarterly dividend of 37½ cents on convertible preferred, a quarterly dividend of 50 cents on outstanding common also have been declared, both payable March 30 to stockholders of record on March 6.

Piracy Suit Against 20th-Fox Dismissed

Judge Samuel H. Kaufman yesterday dismissed in U. S. District Court here the $500,000 piracy action filed against 20th Century-Fox by Anthony Richard Pinci who had alleged the company infringed on his play about Woodrow Wilson in producing the picture "Wilson."

The jurist found that similarities did not exist between Pinci's work and the picture.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center

BETTE DAVIS
BARRY SULLIVAN
in
"Payment on Demand"
Distributed by RKO Radio Pictures
plus SPECTACULAR STAGE PRESENTATION

DICK POWELL
RHONDA FLEMING
in "Cry Danger"
PARAMOUNT
IN PERSON
RUSS CASE AND HIS ORCHESTRA
EDDIE FISHER
The Five DeMARCO SISTERS
JAY LAWRENCE
Vic & Adio
Midnight Feature Nightly

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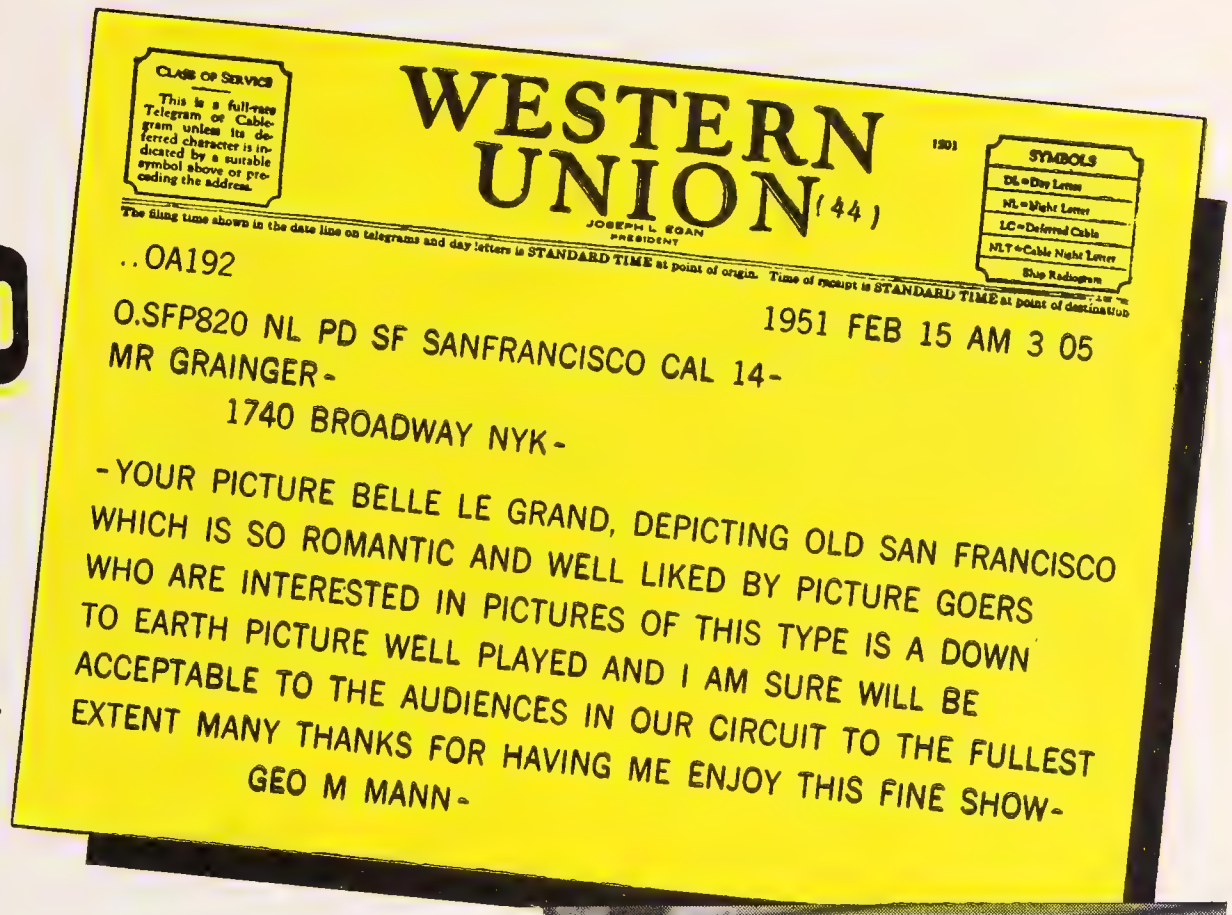
GEORGE M. MANN...*one of America's best-known independent theatre owners expresses his opinion about...*

Republic's

BELLE LE GRAND

Peter B. Kyne's famous story
of Old San Francisco

starring
VERA RALSTON · JOHN CARROLL
introducing
MURIEL LAWRENCE



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-YOUR PICTURE BELLE LE GRAND, DEPICTING OLD SAN FRANCISCO WHICH IS SO ROMANTIC AND WELL LIKED BY PICTURE GOERS WHO ARE INTERESTED IN PICTURES OF THIS TYPE IS A DOWN TO EARTH PICTURE WELL PLAYED AND I AM SURE WILL BE ACCEPTABLE TO THE AUDIENCES IN OUR CIRCUIT TO THE FULLEST EXTENT MANY THANKS FOR HAVING ME ENJOY THIS FINE SHOW-
GEO M MANN-

A MELODRAMA OF WALLOPING IMPACT!
San Francisco Call-Bulletin



THANK YOU **GEORGE M. MANN**
President and Owner of the
Redwood Theatre Circuit of California.

National Pre-Selling

ARRANGEMENTS for what is described as one of the top promotional campaigns of the year have been completed by Paramount Pictures with the Lusk Candy Co. in behalf of Bob Hope's latest comedy, "The Lemon Drop Kid," which is set for national release in April. More than 18,000 retail outlets will be alerted in a tieup that will make the public "lemon-drop conscious." Every case of lemon drops shipped to the confectionary trade will contain a three-color display piece, while a larger poster is designed to tiein with playdates at a local theatre. More than 1,000 special two-pound boxes of lemon drops will be sent to the nation's top newspaper, radio and television commentators, while hundreds of regular-sized cartons will serve as giveaways, obtainable through Paramount's field exploitation staff.

•

In full color, the RKO Pantages Theatre, Hollywood, will adorn the front cover of the March 16 issue of *Collier's* magazine, as a tiein with the coming Motion Picture Academy Award presentations which will take place at the Pantages later in the month. *Collier's*, on a previous occasion, carried a front-cover of a typical theatre in the midst of a Saturday morning children's show, which was equally interesting and amusing to theatre managers and their patrons.

•

One of the most extensive promotion campaigns ever set up in support of a short subject will get rolling shortly for Paramount's Grantland Rice Sportlight, "Big Little Leaguers," the story of the organized baseball movement for children from eight to 12 years of age. Oscar A. Morgan, short subject sales manager for Paramount, has sent a special letter to all branch managers acquainting them with the national movement, and encouraging them to contact the league and local teams in every area. These "little league" teams are publicly supported and there will be a ready-made audience for the picture.

•

More than 50 chain stores in Chicago's Loop will participate in the promotion campaign set up for Paramount's "The Lemon Drop Kid" according to E. J. Fitzgibbon, the company's field man in the Chicago area. Each store will devote an entire window to a "lemon drop guessing contest" with passers-by asked to guess the number of lemon drops on display in a large container. Ten winners will be named from each store, and all 500 will be invited to a special screening of the picture, at which lemon drops will be served. The promotion will get under way 10 days before the Chicago opening of the picture.

•

The *New York Daily Mirror*, second largest circulation of any Metropolitan newspaper, carried a center double spread on 20th Century-Fox's "Bird of Paradise" in its rotogravure magazine section last Sunday, the first time that this Technicolor feature, scheduled for Easter release, has broken in the color supplements. The campaign of pre-selling is now approaching its height and will reach a climax within the next two or three weeks, in a majority of media breaks.

Coast Producers, Screen Writers Start Signing Eight-Year Pacts

Hollywood, Feb. 26.—Major motion picture studios, which conclude all labor contracts individually, today began affixing signatures to new eight-year pacts with the Screen Writers Guild, on which an agreement was reached a fortnight ago and which was formally ratified by the Guild membership over the weekend.

The contract, a product of long negotiations which promised for awhile to eventuate in a screen writers' strike, gives writers an increase in wage minimums, the separation-of-rights in original story sales, and other benefits.

TV Censorship Rule

(*Continued from page* 1)

ing was that state censorship was invalid because the subject was already controlled by the Federal government.

The case before the court grew out of a Jan., 1949 regulation of the Pennsylvania Board of Censors that films should not be projected by television in Pennsylvania without board approval. Five corporations licensed by the Federal Communications Commission to broadcast television programs went to court against this regulation. The firms were Allen B. DuMont Laboratories, Inc., Philco Television Broadcasting Corp., Triangle Publications, Inc., WCAU, Inc., and WGAL, Inc.

Both the U. S. District Court and the Court of Appeals enjoined the censors from passing on films for television, holding that "Congress has occupied fully the field of television regulation" and that states could not act there. The Board then asked the Supreme Court to rule, but the court today declined to do so.

U. A.-Lopert

(*Continued from page* 1)

subject may have been broached tentatively, no definite developments have occurred yet and none are looked for immediately.

It was also reported without confirmation that talks have been initiated concerning the possibility of the new Stanley Kramer-Sam Katz producing company remaining with United Artists. However, the Kramer-Katz negotiations with Columbia are still under way.

Among the more important TV shows on which "Bird of Paradise" fashions have been or will be exhibited a number of times are: The Margaret Arlen Show (CBS-TV), Vanity Fair Program (CBS-TV), Bride and Groom Program (CBS-TV), Buddy Rogers Show (WOR-TV), Barbara Welles Show (WOR-TV), and the Ilka Chase Show (CBS-TV). In addition, "Bird of Paradise" merchandise is being given away to contestants and guests on a number of radio quiz programs, including "Shoot the Moon" (ABC) and "What Makes You Tick" (ABC).

•

Phillips Wyman, vice-president of the McCall Corp. and publisher of McCall's Magazine, *has appointed Francis N. McGehee as advertising director of* Redbook *effective March* 5. *For many years, McGehee was associated with Scripps-Howard Newspapers, and since* 1943 *has operated his own business as a professional advertising sales counsellor. Simultaneously, Wyman reported that William E. Terry would be advertising manager of* Redbook *magazine.*

—WALTER BROOKS

Windsor Product Wrangle Continues

WASHINGTON, Feb. 26.—Lawyers for opposing parties in a local breach of contract film case got orders from a Federal judge here today to attempt to work out an out-of-court settlement, and did attempt to but failed.

They will go back to the judge tomorrow to try the case, part of the three-year old fight between the Walbrook and Windsor theatres in Baltimore. The Windsor originally brought a treble damage anti-trust suit against film distributors seeking some of the product going to the Walbrook. When 20th-Fox settled out of court with the Windsor, agreeing to split the product between the two houses, the Walbrook sued 20th-Fox for breach of contract. This was the case which Judge Curran ordered the lawyers to try to settle.

Trial Highlight

One of the highlights of the trial will be a difference of opinion between the 20th-Fox and Windsor lawyers as to how long the agreement to split product was to last. The Windsor lawyers say it runs indefinitely; 20th-Fox attorneys say it was a one-year-agreement, and since the one year is long past, it can now use competitive bidding.

New Coast Pay Talks Starting Tomorrow

HOLLYWOOD, Feb. 26.—Ralph Clare, representing studio transportation drivers and four other basic-agreement unions, is slated to meet tomorrow with Charles Boren, Association of Motion Picture Producers vice-president in charge of labor relations.

The meeting will open discussions similar to the "money addition" talks initiated between IATSE international representative Roy Brewer and the studios. Other unions represented by Clare will be the Building Service Employees, International Brotherhood of Electrical Workers, Operative Plasterers and Cement Finishers, International Hod Carriers and Building and Common Laborers.

Burstyn On Coast Primarily 'For Rest'

HOLLYWOOD, Feb. 26.—Joseph Burstyn, American distributor of "Ways of Love," who arrived here today, said that no bookings for the film beyond the scheduled Monica Theatre run, which begins March 7, have been made in this area so far. Declaring he is here primarily "for a rest," Burstyn said he has not yet investigated a reported meeting between art theatre operators and an industry attorney at which the latter, acting as an individual, discouraged their booking the picture.

New England Allied Group Hits 20th's 'Montezuma' Terms

BOSTON, Feb. 26.—New England Independent Exhibitors, Inc., an Allied States affiliate, has attacked in its latest bulletin 20th Century-Fox's sales policy on "Halls of Montezuma." The organization alleges that "This new policy demands a 40 to 66-2/3 per cent split or it imposes higher percentage terms by raising the floor on sliding scales from 20 to 30 per cent" and tends to put smaller situations into higher flat rentals "by arbitrarily raising the established buy off."

The picture, the association bulletin pointed out, "is being sold as a top picture and with this allocation we have no quarrel yet—but we do not think that Fox is being fair or even intelligent in expecting more for this than they have gotten for other top pictures."

At the recent Allied board meeting in Washington, Abram F. Myers, general counsel and board chairman, said that the national organization's film rental committee would take up the increased rental question "more especially" with 20th-Fox than with any other company. Discussions with 20th-Fox would be based on "general complaints," Myers said, whereas with other companies complaints would deal with prices of specific pictures.

A New York source has indicated that the Allied rentals committee is in process of "gathering data" preparatory to meeting with representatives of the companies.

ASCAP Nominates New Directors

The writers' and publishers' nominating committees of ASCAP have announced candidates for election to the Society's board of directors, in addition to the incumbents.

They are: Writer candidates in the popular production field, Arthur Altman, Maxwell Anderson, Bennie Benjamin, Mann Curtis, Sylvia Dee, Jimmy Eaton, Sammy Gallop, Alex Gerber, Morton Gould, Moe Jaffe, J. C. Johnson, Sidney Lippman, George Marion, Jr., John Redmond, Harold J. Rome, Louis C. (Lou) Singer, Harry Tierney and Jack Yellen.

Standard writers nominated are: Otto Cesana, Walter Golde, J. Rosamond Johnson, Frank La Forge, Robert MacGimsey and Harry R. Wilson.

Candidates for publisher directors in the popular production filed are: Ben Barton, Ben Bloom, Sam Fox, Charles H. Hansen, George Joy, Charles Lang, George Paxton, Abner Silver and Charles Trotta.

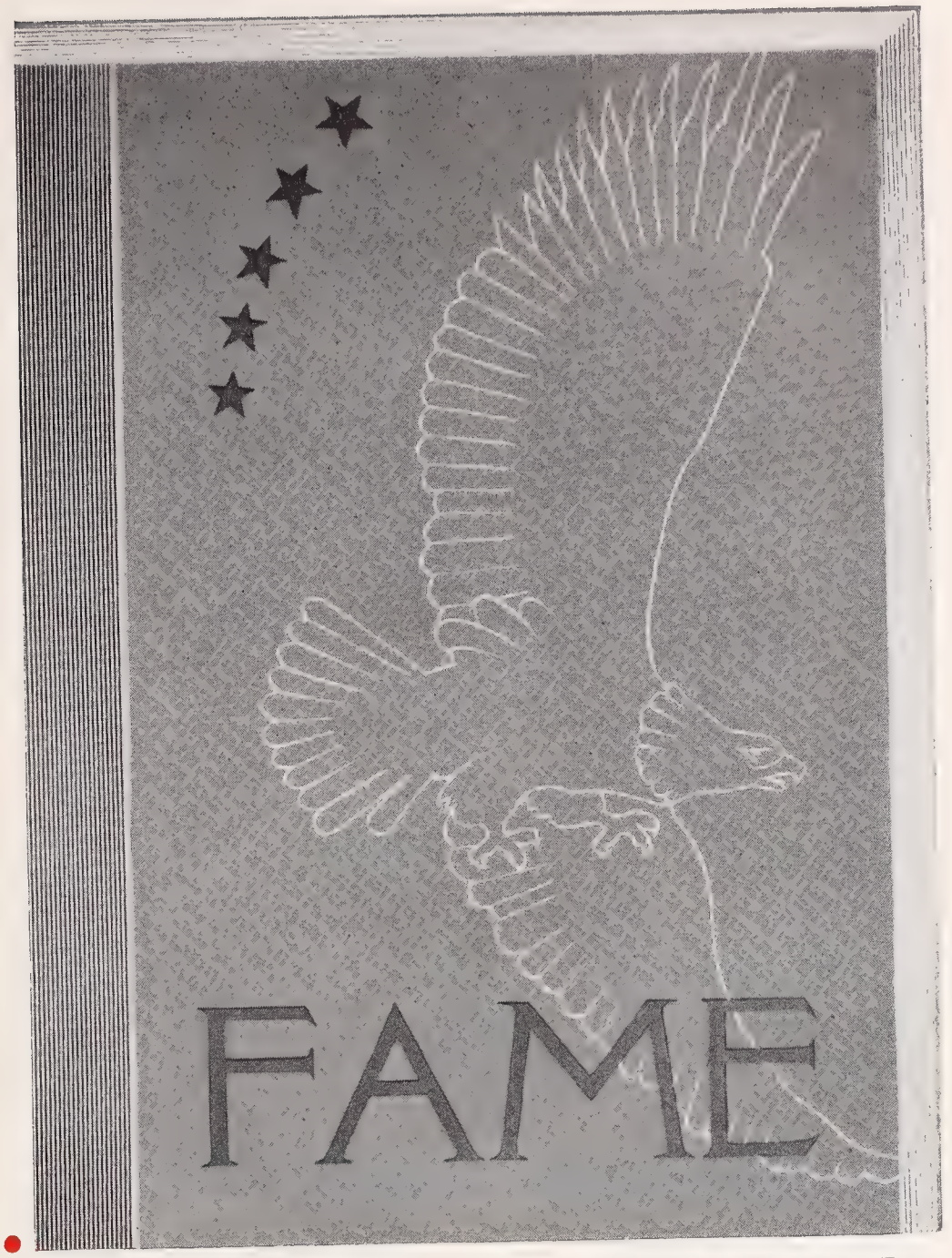
Standard publishers nominated are: Herman Coleman, Edwin C. Gunther and Carl T. Fischer.

Ed Solomon in New Exploitation Post

Eddie Solomon has been appointed assistant exploitation manager at 20th Century-Fox. Solomon will work with Rodney Bush, exploitation manager.

Solomon has been with the company for the past 10 years as field exploiteer in the Central division. Most recently he has been a member of the special services unit at 20th's studio.

Only in FAME...



Edited by Red Kann

FAME is the *only* publication which records, within a single book, the popularity status of talent in the three fields of Motion Pictures, Radio, and Television.

Now, more than ever, is that information of importance to those who create or produce—and *all* who purvey, sponsor or present entertainment in any of those three fields.

For, talent-wise, the three fields have become virtually interrelated; the progress of talent in any of the three fields often is of significant interest for either of the other fields.

Similarly, that also applies to the show as a whole. FAME records the boxoffice Champions in the Motion Picture field, and also the Champion shows in Radio and Television respectively.

Thus is it possible, through FAME, to comparatively observe the type and calibre of shows that enjoyed top acceptance—as well as note the status of individual talent—in each of the three fields.

And FAME—which is in itself a fine quality production job—makes it a pleasure to own, refer to, and preserve this handsomely presented record. That is why so many maintain, and yearly add to, their collection of issues of FAME.

Production of the 19th edition of FAME is now nearing completion—for distribution soon.

Order your copy now.

Price $1.00

A QUIGLEY QUALITY PUBLICATION

Griffith Decree Is Now Final

Washington, Feb. 26. — The deadline for taking an appeal by the Department of Justice from Judge Vaught's Federal Court decision in the Griffith anti-trust case today passed without any notice of appeal, and the decree is now final.

Government costs in the 11-year litigation totaled $30,974 and it has asked the defendants to pay them.

N. Y. Grosses

(*Continued from page* 1)

by holding over "Call Me Mister" and Danny Kaye on stage for an extra day, which brought in $26,900 last Thursday, reportedly the best Washington's Birthday gross in the history of the house. "U.S.S. Teakettle," bereft of the holiday bonus, looks for a satisfactory first week of $80,000; the Ritz Brothers top the stage bill.

Another opener, "Cry Danger," at the Paramount, is racking up $71,000 for its first week, which is eminently satisfactory. A second week for "Vengeance Valley" at the Capitol is rather slow but may wind up with more than $30,000. It is being pulled for "Three Guys Named Mike," which will open on Thursday. "Operation Pacific" is ending a four-week run at the Strand with a mild $20,000. Johnny Pineapple and his Hawaiian revue have taken over on stage; "Storm Warning" will bow in on Friday.

Among straight film policy houses, "Tomahawk" is bringing Loew's State good business with a gross of about $22,000 due for a second week. "Born Yesterday" is holding its place as a consistently steady grosser at the Victoria, with the holiday holding the 10th week's gross even with the ninth, for another $25,000 take.

"No Orchids for Miss Blandish" is expected to bring in about $18,000 for a good first week at the Globe, while "Under the Gun" is modest at the Criterion with $12,000 due for its first week. At the Mayfair another pair of re-issues, "Dodge City" and "Virginia City," are expected to draw an excellent $22,000 for an initial week. The Rivoli expects $20,000 for its first week with "The 13th Letter," which is only fair. "Harvey" at the Astor is holding at about $10,000 for a 10th week. It will make way for "14 Hours" today.

"Of Men and Music" is doing best at the off-Broadway showcases, with the Park Avenue reporting $11,000 for a second week, said to be 20 per cent better than any gross under the Reade circuit's management. The house is opening an hour early on Saturdays for an extra show.

"Cyrano de Bergerac" is slipping slightly in its 16th week of a two-a-day run at the Bijou, with an estimated $8,000 gross due. "Trio" is steady at the Sutton, with $6,000 expected for a 21st week.

20th Century-Fox Will Have Four Films on Broadway

With the arrival at New York's Astor Theatre next Tuesday of "14 Hours," 20th Century-Fox will have four major productions playing simultaneously in local first-run houses. They are: "U.S.S. Teakettle," at the Roxy; "The 13th Letter," at the Rivoli; "Of Men and Music," at the Park Avenue, and "14 Hours," which will be preceded by an invitational world premiere Monday evening.

Review

"Raton Pass"

(*Warner Brothers*)

BY way of departure from traditional Western pattern, "Raton Pass" portrays a lady as the designer of skullduggery. Actually the picture is the story of a conniving and ambitious lady, set against a conventional outdoor background. Characterizations are developed in greater-than-customary detail, otherwise there is the usual hard riding and blood-and-thunder hostilities.

Producer Saul Elkins has gathered a good cast for the proceedings. Patricia Neal is the determined lady of the story. Arriving in Raton in New Mexico, she focuses her attentions on Steve Cochran, a hard-as-nails ranch hand. However, when her eyes fall upon stronger pickings, Dennis Morgan, a wealthy rancher, she shifts her calculating attentions to him. Playing her cards right, Miss Neal marries Morgan and acquires half ownership of his sprawling ranch.

The screenplay by Tom W. Blackburn and James R. Webb has fashioned Miss Neal into a lady of insatiable appetite for power. When her husband Morgan, is out of town she makes a play for Scott Forbes, a rich railroad owner. Together they conspire to buy out the entire ranch. Morgan agrees to sell but plans his revenge by taking the ranch crew with him and also by shutting off Raton Pass which separates the ranch from vital grazing land. Miss Neal then hires Cochran as her trigger man, and he forthwith goes gun-crazy as battle after battle ensues. When finally the smoke of the range war has cleared, both Miss Neal and Cochran have been shot and Morgan again comes into possession of the ranch with Dorothy Hart at his side this time as his prospective wife. Basil Ruysdael lends sturdy support as Morgan's iron-willed father. Edwin L. Marin directed.

Running time, 84 minutes. General audience classification. Release date, April 7.

MANDEL HERBSTMAN

N. Y. Variety Crew To Discuss Moving

The prospective move of the New York Variety tent from the Hotel Astor to new headquarters in the Skouras Building here will be discussed tomorrow at a meeting of the tent's crew. Immediately betore the crew meeting, the membership committee will meet.

Other matters coming up before the meeting, to be presided over by Fred J. Schwartz, chief barker, will be a report on the Variety blood bank set up in the French Hospital under the direction of Dr. Henry J. Falk, and reports from other groups under the welfare committee, headed by William German.

Holds Ryder Film For TV Build-up

HOLLYWOOD, Feb. 26.—Stephen Slesinger's release of his forthcoming Red Ryder feature will be withheld until after a similar series of TV films have been telecast.

The action was taken in line with Slesinger's belief that release of TV films first will create a box-office buildup for theatres when the regular film is released later. Hal Roach, Jr., is associated with Slesinger as executive producer in the Red Ryder projects.

Margaret Mayo, 68

Margaret Mayo, 68, playwright, died Sunday in Ossining (N. Y.) Hospital. Besides writing many stage hits, she wrote scenarios for the screen, supplying some of the early scripts for Goldwyn Productions.

Walter Ruf Services

HOLLYWOOD, Feb. 26.—Funeral services will be held Wednesday morning at St. Cyril's Catholic Church, for Walter Ruf, 48, trade journalist, publicist and public relations consultant, who died Sunday night.

Stillman, Rubine Here for UA Talks

Robert Stillman, head of Robert Stillman Productions, and Irving Rubine, advertising-publicity vice-president, have arrived here for a series of conferences with Arthur B. Krim, president of United Artists, and Max E. Youngstein, advertising-publicity vice-president, on releasing plans for Stillman's "The Sound of Fury," and "Queen for a Day."

"Queen for a Day," just completed, is the second of Stillman's slate of six pictures for UA release. Youngstein will be host at a trade press meeting for Stillman and Rubine today at the Stork Club.

United Artists' "Three Husbands" will have its New York premiere at the Palace Theatre on March 8.

20th-Fox Decree

(*Continued from page* 1)

pects of preparing the document and would not mark any serious disagreement. He said that negotiations had been proceeding amicably and that the opposing parties have been seeing eye-to-eye for some time.

The decree will be the fourth reached by the government and major film companies in the anti-trust suit initiated in 1938. Paramount and RKO have complied with the divorcement and divestiture requirements of their decrees, while Warner has until April 4 to file its plans, under a decree, to reorganize. Loew's, last of the defendants, is currently negotiating with the Department of Justice for a consent decree.

Denham-Gamble

(*Continued from page* 1)

erating partner in Greater Indianapolis Amusement Co.

Cockrill is a veteran of this territory, having been branch manager for Universal here years ago and later operated Cockrill Theatrical Enterprises. Also, he formerly was district manager for RKO Theatres at Fort Wayne.

Blanc Sets Variety Convention Groups

PHILADELPHIA, Feb. 26.—A working organization to handle the campaign for the 15th annual convention of Variety Clubs International, to be held here May 9-12, has been set up by Victor H. Blanc, general chairman of the convention.

Blanc has appointed a steering committee consisting of Ted Schlanger, Jack Beresin, James P. Clark, Jay Emanuel, Everett C. Callow, Harold D. Cohen, Edward Emanuel, Michael Felt, Louis J. Goffman, Jack H. Greenburg, David Supowitz and Bennett E. Tousley.

Emanuel Liaison Officer

Emanuel will act as liaison officer, Goffman will be in charge of legal affairs, and Greenburg is treasurer. Greenburg has appointed Herbert Baylson, Cecil Felt, William Blumberg, and Sidney Samuelson to assist him.

The carrying out of the campaign has been broken down into five divisions, as follows:

Michael Felt is in charge of operations and has appointed Mo Wax, Clint Weyer, Cecil Felt, Mitchell Panzer, Oscar Neufeld, Ben Biben, Sam Alesker and Louis Molitch as assistants.

Schlanger will be responsible for the banquet. Callow is his assistant, with Harry Biben and Harold Seidenberg looking after the entertainment, while those in charge of the technical side of the Ken Murray television show will be Harry Freedman, William A. MacAvoy, Harry Romain, William C. Goodwin, David O. Peterson, Elmer O. Wilschke, Abe Freeman, and Meyer Lewis.

The program will be under the direction of Cohen. Assisting him will be George T. Beattie, Cecil Felt, Harry Freedman, Meyer Lewis, Ralph W. Pries, Milton Rogasner, and George Sobel.

Emanuel is chairman of the journal committee, and has appointed as his aids Robert Adle, Herbert M. Miller, and Paul Greenhalgh.

Publicity is being handled by a committee under the chairmanship of James Ashcraft, who has appointed as his general assistants Mike Weiss and Ed Gallner, Helping them in the details of the work will be Robert Pryor, George Nonamaker, John Scheuer, Leonard Matt, William A. Banks, Irving Blumberg, Milton Young, William Brooker, Ed Rosenbaum, George Fishman, Max Miller, and Richard Mayers.

Speaker's Kit

(*Continued from page* 1)

livery before an audience.

The speeeches are entitled: "The Real Hollywood," "The Production Code," "Exploding A Myth," "Breathing Life Into the Blackboard," "Aisle-Seat Adventure," "Target for Today" (for delivery by a member of the industry), "Target for Today" (for delivery by a non-member of the industry), "Hollywood, the Unknown," "Hollywood Style" (for delivery by exhibitors), "Hollywood Style" (for delivery by non-members of the industry), and "Powers of Destruction."

It is pointed out in a kit foreword that the speeches "can be used as written or adapted in any way deemed advisable by the speaker."

Thus far, only leaders of COMPO's 10 charter-member groups have been provided with copies of the kit, but the all-industry agency expects soon to place copies in the hands of all who require them.

Big Business in Conn.

HARTFORD, Feb. 26. — Receipts of Connecticut motion picture theatres total more than $19,000,000 a year, according to the Census Bureau.

U.K. Theatre Gross Up Last Summer

LONDON, Feb. 26.—Britain's 4,580 theatres grossed £26,976,000 for the three months ended Sept. 30, last, according to statistics just published by the British Board of Trade. The figure represents a gain of 6.6 per cent over the preceding quarter.

The number of admissions, some 358,913,000, was five per cent more than in the previous quarter. Average admission price was 18 pence, compared with 17.8 pence in the previous quarter. The proportions of gross going to admission tax, film rental and exhibitors remained practically unchanged from the previous quarter.

Unused studio space increased to 62 per cent and studio employment declined further to 3,523 persons from a previous total in excess of 4,000.

Sulphur Shortage Hits British 'Labs'

LONDON, Feb. 26.—An expected allocation order for chemicals to British users, including film laboratories, is expected to be made by the U. S. National Production Authority around March 1 to alleviate a drastic shortage here.

Sulphur and its derivatives are the products in particularly short supply. William A. Fielder, chairman of the Film Laboratory Association, said that unless an adequate allocation is obtained soon, laboratories would be forced to close, with an immediate effect on the entire British film industry. So serious was the situation that Harold Wilson, president of the Board of Trade, planned to visit Washington to press for an immediate allocation. His planned visit will be canceled if the NPA acts this week, as expected.

Wiethe Heads Ohio Film Booking Unit

CINCINNATI, Feb. 26.—Louis Wiethe, local circuit operator, has been re-elected president of the Theatre Owners Corp., a buying-booking agency. Willis Vance was retained as first vice-president. New officers include Charles Ackerman, second vice-president, Herman Hunt, secretary, and Elstun Dodge, treasurer.

Harold Hoffert was chosen to head the new post of exhibitor relations. Ruth Drout was appointed short subject booker and Rex Carr was renamed general manager. Directors, in addition to the officers, include: Mrs. M. M. Wienig, Maurice Chase, John Hewitt, Jerome Kuntz, Manny Marcus and Sante Macci.

RCA Protests FCC High Court Brief

WASHINGTON, Feb. 26.—The Supreme Court was asked today by Radio Corp. of America to deny the motion of the Federal Communications Commission seeking to avoid the court's review of the color television case.

In its brief, RCA claimed that the Commission's action in prohibiting the broadcasting of its color television system in competition with the CBS color system is contrary to law. It also pointed out that this is the first time that the Federal regulation of the television industry has come before the Supreme Court.

20TH SPACES PRINTS FOR 'PEAK LOAD' WEEKS TO SAVE FILM

Spacing out of "peak load" weeks for subsequent runs is the method planned by 20th Century-Fox to conserve raw stock by reducing the number of prints of each picture, according to William C. Gehring, 20th's assistant, general sales manager.

The objective is to keep 20th-Fox's film-stock buy at its present level even though the company will release five more pictures in 1951 than it did in 1950, Gehring said. He is confident that playing schedules can be re-arranged sufficiently to accomplish this without materially changing the availability of prints.

Gehring said the government did not suggest the move, but that the company wishes to tighten up on its use of raw stock in case of a possible shortage due to defense demands. He pointed out that as yet the film division of the National Production Authority has placed no limitations on the use of raw stock.

As an example of a "peak load" Gehring used the Philadelphia situation where, after a three-week clearance, a film breaks in 21 subsequent-runs. If other large cities have a subsequent-run break on the same film in the same period, the demand for prints runs very high. By shifting the subsequent-run breaks in various cities a smaller number of prints can fill the demand.

Pre-release saturation bookings, Gehring said, actually ease the strain on print demand by taking care of solid sections of the country before general release.

Print requirements vary with different films, Gehring reminded. On the basis of 60 bookings per print, theoretically 250 prints could take care of 15,000 accounts, but that number is rarely sufficient. He noted that "Father Was A Fullback" needed 500 prints to keep up the demand.

Gehring said that he would be satisfied if the new scheduling plan, still not completed, keeps the number of 20th-Fox prints somewhere between a low of 300 and a high of 400.

M-G-M Steps Up Trailer Output

More stars and personalities will narrate and appear in trailers for the forthcoming M-G-M product than ever before in the company's history, it was reported to Howard Dietz, advertising-publicity vice-president, by Frank Whitbeck, studio trailer and advertising head. Dietz returned here yesterday from the Coast, where the policy was set following extensive discussions by M-G-M executives.

The "go-ahead" sign was also given by Dietz for producing 15 two-weeks-in-advance teaser trailers to precede regular trailers on theatre screens by one week. Representing one third of the company's 45-picture output, teasers for the coming year are more than triple last year's total.

British Royalty at Warner Premiere

Britain's Princess Margaret will head the world premiere audience at Warner's "Captain Horatio Hornblower" when it opens at the Warner Theatre, London, on April 12, Warner's home office reported here.

Vice-Admiral Earl Mountbatten is the president of a committee in charge of special arrangements and sale of tickets for the premiere, which is to be held for the benefit of King George's Fund for Sailors.

Correction

Carl Foreman received the top trophy in the recent third annual awards presentation of the Screen Writers Guild, for his "The Men," being awarded the Robert Meltzer Award for the picture of the year "which best depicts the American scene." It was inadvertently stated that Foreman and Meltzer had been given the award. The Meltzer Award is presented annually.

Files Anti-Monopoly Mexican Film Plan

MEXICO CITY, Feb. 26.—A plan aimed at curbing alleged monopolistic practices in the Mexican film industry has been submitted to General Abelardo L. Rodriguez, head of Credito Cinematografico, the semi-official film producing, distributing, exhibiting and financing organization. He promised to submit the plan, which is intended to encourage private initiative, to President Miguel Aleman.

The proposal which calls for more private financing initiative by affording more facilities for private banks to back film production and theatre operation, was submitted by a delegation of independent producers, headed by Miguel Contreras Torres. The independents complain of too much semi-official financing.

King Brothers File Suit on 'Gangs'

LOS ANGELES, Feb. 26.—King Brothers has filed a Superior Court breach of contract suit here against Eagle Lion Classics, PRC Pictures and Pathe Industries, Inc., asking an accounting on "Paper Bullets," produced by King in 1941, and currently reissued as "Gangs, Inc."

The suit asserts that the distributing companies subjected the film to distribution costs in excess of terms called for under the contract and failed to reveal this in statements until recently.

Files Copyright Action

H. K. S. Motion Picture Producing and Distributing Corp. reported here yesterday that it has begun in U. S. District Court, New York, an action against Dwain Esper and RKO Theatres charging infringement of copyright covering a film entitled "Savage Bride." Damages of indeterminate amount and an injunction are sought.

Will Ask Compo to Act on 'Star Pool'

When the board of the Council of Motion Picture Organizations meets again in the spring, Edward Lachman's proposal for a "Hollywood star pool" will be recommended for incorporation in COMPO's general plans. Lachman, member of Allied States Association's board, reported here yesterday that he urged at its recent meeting in Washington that COMPO be asked to act on the proposal.

The plan calls for a reserve of stars who would be routed into small-town theatres from time to time for personal appearances along with regular film shows.

Weisners to Form Production Firm

Irving Weisner, realtor, and formerly an exhibitor, and his brother, Sidney, an attorney, will form Weisner Brothers Productions, with headquarters here for the production and financial support of independents. They will also schedule six pictures to be made by the company itself. The Weisners entered the motion picture field with "Two Gals and a Guy," which starred Robert Alda and Janis Paige.

Wood Estimates Drop Of $6,000,000

COLUMBUS, O., Feb. 26.—Gross theatre receipts in 14 major Ohio cities during 1950 dropped $6,000,000, according to a report by P. J. Wood, secretary of the Independent Theatre Owners of Ohio. Wood based the figure on a 17 per cent decline in admission tax receipts in those cities. He said that an additional $6,000,000 was dropped by other areas in the state.

The 14 cities include Akron, Canton, Cincinnati, Cleveland, Columbus, Lima, Lorain, Mansfield, Marion, Newark, Portsmouth, Springfield, Warren and Youngstown. Columbus had a drop of 21 per cent, the second highest; Cincinnati was highest with a 27 per cent decline. Wood said the Columbus drop represents a gross decline in box-office receipts of $960,000 in 50 theatres.

35th Anniversary For 'Tarzan' Series

"Tarzan's Peril," current Sol Lesser feature produced for release through RKO Pictures, marks the 35th anniversary of the Tarzan series.

Robert Mochrie, RKO's sales vice-president, reported here that the picture will open in as many theatres as possible on March 15 in observance of the anniversary. Lex (Tarzan) Barker is touring the country making personal appearances in advance of the blanket playoff.

N. Y. Transit Ban

ALBANY, N. Y., Feb. 26.—A bill which would ban "dangerous" transportation of nitro-cellulose, instead of cellulose acetate film, upon a vehicular crossing operated by the New York Port Authority has been passed by the senate and sent to the assembly.

May Ask Control of Commercial Rents

Washington, Feb. 26.—The Administration reportedly will ask Congress soon for authority to control commercial as well as residential rents again.

Such a request is said to be under consideration but, if made, the Administration will have a hard job persuading Congress to grant it such power.

About 30 from ELC In Eros U.K. Deal

LONDON, Feb. 26.—Eros Films will distribute around 30 Eagle Lion Classics' releases here under the deal concluded recently, Sid Hyams, managing director of Eros, said on his return here from New York. The list will include 21 from ELC, of which six will be in Technicolor and four in Cinecolor; seven or eight from Joseph Seidelman's Fidelity Pictures, and three from Harry Sherman.

The deal boosts Eros' releases to around 40, including their own local output of six or seven annually. There is no provision now for ELC to distribute the Eros British output in America. Hyams left a proposal for joint production with Sam Seidelman, ELC foreign manager, for further consideration.

Heineman

(*Continued from page* 1)

that MacMillen is giving consideration to the possibility of securing L. Jack Schlaifer, former ELC general sales manager and one-time Eagle-Lion distribution vice-president, for the spot Heineman is vacating. Schlaifer, who formed Jack Schlaifer Associates last July, has since been identified with the selling of pictures financed by N. Peter Rathvon for ELC release.

MacMillen, who returned here yesterday from Hollywood, reported that in line with ELC's plans for "quality pictures with top stars," David Rose's Coronado Productions has been contracted to make "God's Little Island" in Technicolor in the Bahamas with Linda Darnell starred. Meanwhile, he said, Hal Stanley will deliver to ELC "Come Out Singing," a Cinecolor musical starring Donald O'Connor and Marilyn Maxwell. Benagoss Productions will film "White Rose in France" in Technicolor, with Glenn Ford and Geraldine Brooks, for ELC release and Ed Gardner will produce "Man With My Face," starring himself, in Puerto Rico.

MacMillen also closed with producer Jack Schwartz for the production of 15 low budget pictures.

18 Book ELC Duo Day-Date

Eighteen first-run theatres in key cities have booked Eagle Lion Classics' "Paper Gallows" and "The Taming of Dorothy" day-and-date, it is reported by Bernard G. Kranze, ELC general sales manager.

McDonald Succeeds Sklar

CHARLOTTE, Feb. 26.—With the resignation of Arthur Sklar, M-G-M office manager here, Hugh McDonald, head booker, has been moved up to the post.

UPT Texas Divestiture

(*Continued from page* 1)

and, unless the Park Drive-In is disposed of, one other theatre. The Park Drive-In may be retained only on a court finding that competition is not unduly restrained.

Amarillo: Capital and Rialto, one of them to a purchaser who will operate the theatre as a first-run. Paramount or State if certain conditions are not met for competition from independents, similar to the conditions in the Warner decree.

Arlington: Texan. The Arlington may be retained only if the court finds competition not unduly restrained. If the Arlington is sold, the Texan may be retained.

Austin: Queen, Capital and Texas. Possibly two additional first-run theatres unless certain conditions are met for competition from an independent.

Breckenridge: Palace or National. If the National is sold, the Palace shall be divested or subjected to a 60 per cent product limitation if for the next five years an independent with a suitable theatre does not have a chance to get first-run films.

Brownsville: Capitol. The Majestic can be retained only on a court finding competition is not restrained unduly. If the Majestic is disposed of, the Capitol may be retained.

Brownwood: Three of either the Bowie, Lyric, Queen and Ritz.

Corsicana: Palace or Ideal and Rio or Grand.

Dallas: in downtown Dallas, the Melba, Rialto and Capitol. In North Dallas, Esquire or Village or Inwood or Varsity; Knox and Lawn. If the Varsity is sold, the purchaser must promise to run it as a first neighborhood run. UPT must sell anywhere up to another three theatres in North Dallas depending on the competitive situation in first and second neighborhood runs in the area.

In South Dallas, the Dalsec. One additional theatre to be sold or subjected to a product limitation if certain conditions for independent competition are not met. In Northwest Dallas, the Circle shall be sold or subjected to a product limitation if certain conditions are not met for independent competition.

Denison: Rialto or State to a purchaser who promises a first-run policy.

Denton: Texas and Palace or Dreamland. The Campus may be retained only with court approval and only if subsequently certain conditions for independent competition are met. If the Campus is sold, the Texas may be retained.

Eastland: Majestic and Lyric.

El Paso: Ellanay and Texas Grand, or State and Texas Grand. If the State is sold. UPT may have to sell up to two additional first-run theatres if certain conditions for independent competition are not met.

Fort Worth: Hollywood, Majestic, Varsity and Ridglea. The Mansfield Drive-In may be retained only with court approval.

Galveston: State, Key and Tremont. The Broadway must be sold or subjected to a product limitation if certain conditions for independent competition are not met. The Oleander Drive-In may be retained only with court approval.

Harlingen: Either the Rialto or Arcadia must be sold, or the Strand must be sold and one other theatre either sold or subjected to a product limitation if during the next five years an independent in Harlingen or San Benito with a theatre suitable for first-run operation is not given a chance to get first-run films. If the Rialto and Arcadia are kept, UPT must sell an additional theatre if at any time during the next five years three UPT theatres play first-run.

Houston: In downtown, Majestic or Metropolitan or Kirby shall be sold or subjected to a product limitation if certain conditions for independent competition are not met. In the Southwest zone, Paramount has two alternatives. It can sell two first neighborhood run theatres, one of which shall be the Yale, Alabama or Tower. Or it can sell the Yale or Alabama or Tower or the River Oaks and then sell up to two other first neighborhood run theatres if certain conditions are not met for independent competition in the zone. No matter which alternative is taken, UPT must sell an additional theatre or take a product limitation if certain conditions are not met for competition from independents.

In southeast Houston, the Broadway or Eastwood or Santa Rosa. If the Santa Rosa is sold, an additional first neighborhood run theatre must be sold if certain conditions for independent competition are not met. If certain other conditions are not met, Paramount must sell another theatre or take a product limitation.

In north Houston, Irvington Drive-In and Hempstead Drive-In. The North Main must be sold if certain conditions for independent competition are not met; it must be sold or subjected to a product limitation if certain other conditions are not met. Two more theatres must be sold or subjected to a product limitation—and not the Shepherd Drive-In—if still other conditions for independent competition in the zone are not met.

McAllen: Palace or Queen.

Mercedes: Either the Rex and the Rio; or the Tex, and then one additional theatre if during the next five years two United Paramount theatres play first-run.

Paris: Grand or Main or Plaza; and Airport Drive-In. If the Main or Plaza is sold, the purchaser must promise a first-run policy.

San Antonio: In suburban San Antonio, the Sunset, Laurel and Woodlawn. In the downtown area, Paramount has two choices. It can sell any two of the Majestic, Aztec, Texas and Empire. Or it can sell the Aztec and then sell or subject to a product limitation one of the other three theatres if in any year during the five years following the sale of the Aztec two independent theatres are not regularly playing first-run for the greater part of the year.

San Marcos: Palace or Texas; and Hays. If the Texas is sold, the Palace must be sold or subjected to a product limitation if certain conditions for independent competition are not met.

Temple: Arcadia or Bell. The Bell can be sold only to a purchaser who promises a first-run policy.

Tyler: Tyler or Liberty. The Crest Drive-In can be kept only with court approval. If the court permits UPT to retain the Crest Drive-In, one other theatre must be sold.

Vernon: The Vernon must be sold or subjected to a product limitation if certain conditions are not met for independent competition.

Waco: The Waco or Orpheum.

Weswaco: The Gem.

Wichita Falls: Wichita or Strand or State. If the State is sold, UPT must sell another theatre if certain conditions for independent competition are not met.

Another theatre must be sold if in any year during the next five years UPT theatres play first-run for more than an aggregate of 104 weeks. If the Justice Department finds that a competing first-run theatre will be adversely affected by the first-run showing of pictures at more than two UPT theatres, UPT shall divest itself of an additional theatre or cease showing first-run at more than two theatres.

In addition to all the theatres specifically listed above which United Paramount must sell, it must within three years sell any additional theatres to bring its total holding in the Interstate and Texas Consolidated chains down to 95 theatres or less.

WB Divestiture Starts in Conn.

Hartford, Feb. 26.—In the first transaction covering the sale of a Warner Brothers theatre property in Connecticut as a result of the government's anti-trust action, the Raphael Realty Co. of New Britain has purchased the Capitol Theatre Building, New Britain, for an undisclosed sum.

A number of additional Warner theatre properties in Connecticut are also up for sale under the decree.

Davis-Daff

(*Continued from page* 1)

don a print of "The Browning Version," just completed at Rank's Pinewood studios and regarded as one of the best of his recent productions. It is planned to screen the picture for some of the Universal sales force during the tour of exchanges.

While here Davis also may discuss arrangements for distribution of Rank product not allocated to Universal, as a replacement for the distribution formerly handled by Eagle Lion Classics here. The latter's deal with Rank was terminated recently. It is reported in that regard that some of the Rank pictures may go to United Artists. Robert Benjamin, member of the New UA control group, is president of the J. Arthur Rank Organization here.

UPT Retains

(*Continued from page* 1)

quired from Hoblitzelle and his associates their stock interests in the Interstate and Texas Consolidated operations. Both will be given long-term operating contracts by UPT, it is reported.

The proposals, in the form of amendments to the Paramount consent decree, will be put before the Federal Statutory Court in New York for approval on Thursday.

Ticket Tax Repealed

SHELBY, O., Feb. 26.—The City Council here has repealed the three per cent admission tax on the ground that it is discriminatory. The impost, in effect since 1947, has netted the city $8,000 annually.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 69. NO. 40 NEW YORK, U. S. A., WEDNESDAY, FEBRUARY 28, 1951 TEN CENTS

Asks WSB to Rule on Film Wage Control

Johnston's Wage Boost Formula Affects Industry

WASHINGTON, Feb. 27.—Economic Stabilizer Eric A. Johnston has directed the Wage Stabilization Board to give immediate attention to the question of whether wage controls should be continued in the film industry and other industries exempt from price controls.

If the board should decide that controls should be continued, it is directed to determine exactly what special procedures might be needed in these industries. The board will probably hold hearings on the problem at an early date.

This was revealed as Johnston issued an order setting a nation-wide overall wage increase formula. The formula would permit without prior government approval any wage increases between Jan. 15, 1950 and July, 1951 up to a total of ten per

(*Continued on page 4*)

Studios Offer 10¢ Hourly Wage Boost

HOLLYWOOD, Feb. 27.—A proposed ten cent an hour wage boost was part of a four-point offer made today by major studios in negotiations with IATSE locals.

A union representative, however, said the offer is not satisfactory under present conditions and said that certain union requests would be taken up at another meeting with the producers on Friday.

The ten cent boost would apply to all hourly rated employees and a proportionate increase to all flat salaried employees would be made. The other points include paid holidays for all

(*Continued on page 2*)

Priority Order for Repair Materials

WASHINGTON, Feb. 27.—The National Production Authority today gave all U. S. establishments, including theatres and other film industry firms, the right to use government priorities to get materials and equipment for the maintenance, repair and operation of present facilities.

Many firms have complained that they cannot get materials to keep present facilities in good condition. The

(*Continued on page 4*)

Independents Rallying to UA, Say Stillman, Spiegel

Robert Stillman, head of Stillman Productions, which releases through United Artists, declared here yesterday that a large number of independent producers have been waiting for UA to get on a sound footing, and that these independents soon will represent "new blood" in the company's activities.

Here from the Coast to deliver a print of his latest production, "Queen for a Day," Stillman said he was "gratified to see that UA now is in the hands of people who will make it work." There is now a "definite feeling of security" among independent producers in consequence of the takeover of the company by the Arthur Krim-Robert Benjamin-Matthew Fox group, Stillman observed. He was supported in that contention by Irving Rubine, vice-president of Stillman Productions, who left a sick bed to attend a luncheon at the Stork Club

(*Continued on page 2*)

Sam Spiegel, partner with John Huston in Horizon Productions, which recently concluded a deal to release its forthcoming "African Queen" through United Artists, said at a press interview here yesterday that the new management set-up at UA is the answer to the "prayers" of a large number of independent producers on the Coast.

Spiegel, who sometimes produces under the name of S. P. Eagle, said that although it has no overall contract with UA, Horizon plans to deliver six pictures to UA over the next two years. Additionally, Horizon has a pact with Eagle Lion Classics calling for two films.

"African Queen," the producer said, will be co-produced with the Wolfe Brothers of Britain and therefore will be a British quota picture. Horizon will have distribution rights in the Western Hemisphere and the Wolfes

(*Continued on page 2*)

UA Set to Join Theatres on Ads

United Artists, under its new management, is prepared to join with exhibitors in exploitation and promotional activities, Max E. Youngstein, newly-named advertising-publicity vice-president, reported here yesterday. "All we want is a fair sharing of expense and a decent house budget," he said.

In about 90 days, U. A. will have a permanent staff of 15 field exploiteers, Youngstein said. The present staff numbers eight.

From time to time, in accordance with the demands of individual pictures, the exploitation staff will be augmented with temporary exploiteers, Youngstein explained. "The set-up will parallel the one I had at Paramount,"

(*Continued on page 2*)

Blumenstock West On Plans for Four

Mort Blumenstock, Warner's vice-president in charge of advertising-publicity, will leave here by plane tomorrow for the company's West Coast studios, accompanied by Gil Golden, advertising manager, and Larry Golob, Eastern publicity director. Purpose of the trip is to finalize promotional campaigns on "I Was a Communist for the FBI," starring Frank Lovejoy; "Strangers on a Train," starring Ruth Roman, Robert Walker and Farley Granger, and directed by Alfred Hitchcock; "Jim

(*Continued on page 4*)

N. Y. Meet Leads Off Three 'U' Regionals

The first of three regional sales meetings to be attended by Al Daff, Universal's director of world sales; John Davis, managing director of the J. Arthur Rank organization in Britain, and Charles Feldman, Universal sales manager, will open at the Warwick Hotel here today.

With the New York meeting concluding tomorrow, the others will be held at the Drake Hotel, Chicago, on Friday and Saturday, and the Mark Hopkins Hotel in San Francisco, on Monday and Tuesday.

Attending the New York meeting will be Nate Blumberg, Universal president; David Lipton, advertising-publicity vice-president; Maurice Bergman, public relations executive;

(*Continued on page 4*)

Martin, Wilkinson, Settoon Promoted

Henry H. Martin has been promoted to Universal district manager in Dallas by Charles J. Feldman, domestic sales manager, who also disclosed here yesterday the promotion of Robert N. Wilkinson to branch manager in Dallas, the post previously held by Martin, and the promotion of salesman Richard C. Settoon to branch manager in Memphis, previously held by Wilkinson.

Martin replaces the late Joseph E. Garrison. He will supervise Dallas, St. Louis, Kansas City, Oklahoma City and New Orleans.

Phonevision's Second Month Holds Steady

No Noticeable Decline But Showmen Unworried

Chicago, Feb. 27.—With two-thirds of the 90-day Phonevision test here to be completed tomorrow local showmen are as placid now as they were a month ago in their attitude toward pay-as-you-see television films as competition for the established theatre.

The consensus here is that nothing developed during the second month of the three-month test to make it necessary for them to revise their complacency achieved after close observation of Phonevision for the first 30 days.

However, many who predicted that Phonevision's test subscriptions would decline noticeably once the first bloom of novelty and publicity had worn off, expressed surprise that February or-

(*Continued on page 2*)

Paramount Expands N. Y. Sales Meet

Paramount's division managers' sales meeting in New York on Friday and Saturday will be attended by thirteen additional home office executives, it was announced here yesterday by A. W. Schwalberg, president of Paramount Film Distributing Corp.

The 13 are: Robert J. Rubin, newly-appointed assistant to Barney Balaban; Sid Blumenstock, advertising manager; Al Kane, assistant Eastern and Southern division manager; Monroe Goodman, executive assistant to Schwalberg; Fred Leroy, head of the statistical department; J. A. Walsh, head of branch operations; his assis-

(*Continued on page 4*)

11 Added to Para.'s Service Contracts

Eleven additional pictures have been added to Paramount's "Security Service Contract," it was announced here yesterday by A. W. Schwalberg, president of Paramount Film Distributing Corp. They include all releases from April through August, 1951. The Security Service Contract was set up by Paramount in 1949 for exhibitors in smaller situations.

The 11 additional films, which com-

(*Continued on page 4*)

Personal Mention

PAUL RAIBOURN, Paramount vice-president in charge of budgets, planning and television, yesterday delivered an address before the Association of Customers' Brokers, on "The Incredible Tale of the Changing Amusement Industry."

•

MILT LIVINGSTON, JERRY EVANS and HERMAN KASS have been given tribal names of "Goes to War," "Sioux Boy," and "Chief Eagle," respectively by the Sioux Indian chiefs who toured key cities on behalf of U-I's "Tomahawk."

•

DON PRINCE, Eastern publicity director of RKO Pictures, will leave here for Washington tomorrow and will return on Friday.

•

TED O'SHEA, vice-president of Paramount Pictures, and HOWARD MINSKY, division manager, are in Detroit for a two-day sales conference.

•

DOUGLAS FAIRBANKS, JR., will serve as chairman of American Relief for Korea, a voluntary organization sponsored by the U. S. State Department.

•

D. CORBIT CURTIS, who has served as assistant director of The March of Time, has been promoted to director.

•

LEON D. NETTER, JR., general sales manager of Altec Service Corp., has left here for Des Moines and Dallas.

Phonevision Steady

(*Continued from page* 1)

ders pretty well maintained the level set during January. Orders for the first month amounted to about 21 per cent of the total possibilities. That level might have been moderately exceeded during February, particularly had it not been for the sharp decline on the night of Feb. 14 when potential subscribers for the most part used their free Zenith television sets to tune in the Ray Robinson-Jake LaMotta prizefight instead of ordering a $1 film for the average audience of seven persons.

Observers here feel that the fact that no decline in Phonevision subscribers set in, as expected, during February may be explained in large measure by the nature of the test audience. They contend that the test families are not an "average" audience, having been selected originally from those expressing a desire to be a "guinea pig" and, therefore, had a pre-conditionend and above-average enthusiasm. Moreover, the 300 families all are located in one telephone exchange district and do not represent a cross-section of the city's population, it is claimed.

It is also contended that there is no penalty for non-payment of bills for the film programs ordered by Phonevision test families. If there were, it is suggested, that might act as a deterrent to some who order films they are not particularly anxious to see.

These, at any rate, are some of the explanations being advanced by those who predicted a month ago that subscriptions during February would drop to about 10 per cent of the possibilities, and said they would consider even that a "good showing."

Al Sindlinger, research analyst observing the test here for Paramount Pictures, warned observers against "missing one of the major points of the test."

"It's not," he said, "a case of Phonevision versus the film theatre, but a case of free or paid television versus the theatre."

Sindlinger believes it is still too early to reach any definite conclusions about Phonevision. He will not make a full report to Paramount until the test has been concluded at the end of March, he said.

Business Better, FP Dividend Up

Toronto, Feb. 27.—A boost in the quarterly dividend from 25 cents to 30 cents on common shares of Famous Players Canadian Corp. for the first period of 1951, reflecting better business for Canada's largest circuit, has been announced. The payment is to be made March 24 to shareholders of record on March 9.

Quiz Skouras Today On Income Pools

George Skouras, head of Skouras Theatres and the United Artists Theatres Circuit, is scheduled to give a pre-trial deposition today in the Samuel Goldwyn suit for treble damages of $6,750,000 against Fox West Coast theatres and others, now pending in Federal Court at San Francisco.

Joseph Alioto, Goldwyn attorney from San Francisco, said here yesterday that Skouras would be questioned regarding the present status of any income pools relating to UATC, formerly headed by Joseph M. Schenck, and to other Skouras-controlled circuits. Charles Skouras testified in a previous deposition that he, Spyros and George Skouras have pooled their incomes from their various motion picture interests, but that the pool was discontinued at the beginning of 1951.

Redbook Award to Zanuck, 20th-Fox

Darryl F. Zanuck and the 20th Century-Fox studio have been named winners of *Redbook*'s 1950 annual award for the company's production of outstanding pictures, it was announced here yesterday. This is the second successive year the award has gone to Zanuck and 20th Century-Fox, it was said.

Studios Offer

(*Continued from page* 1)

daily workers, cost of living adjustments patterned after the General Motors formula, and an attempt to solve the problems of group insurance.

Stillman

(*Continued from page* 1)

for the trade press at which Stillman discussed the UA situation and his own production plans.

Stillman has a six-picture contract with UA. Two of them, "Queen for a Day" and "Sound of Fury" have been delivered. He said virtually all UA producers had received invitations to join major studios during the months preceding the change in UA management control, "but we wanted to stay independent." The producer said UA's plans call for the "stamp of quality" on future releases. He said two didectors are planning to join forces to produce pictures for UA distribution, and although he declined to name them these directors are understood to be Mark Robson and Robert Wise.

Also present at the luncheon were: Max E. Youngstein, UA advertising-publicity vice-president; Arthur Sachson, Stillman Productions sales manager; Harold Salemson, the producer's publicity representative; Al Tamarin, UA publicity manager, and Leon Roth, UA exploitation manager.

Spiegel

(*Continued from page* 1)

will have Eastern Hemisphere rights. Spiegel said the British producers are investing sterling and Horizon is investing dollars in the production of "African Queen," which will be made in Technicolor in Kenya with Humphrey Bogart and Katherine Hepburn starring. Filming will start shortly and the picture is due to be delivered to UA this summer.

The UA management headed by Arthur Krim, president, intends to become the "Cartier" of independent production, meaning that eventually only top grade product will be handled by the company, Spiegel said. He added that "African Queen" has been marked as the "pace-setter" in this connection.

Next on Horizon's schedule for UA release is "Three Wierd Tales," an omnibus film based on three short stories by John Collier. For one of the three short features which will make up the film, Horizon is seeking Laurence Olivier and Vivien Leigh as stars, Spiegel said. This film is planned for shooting in the fall, at which time Horizon will set production arrangements for its next two.

UA to Co-operate

(*Continued from page* 1)

said Youngstein, who recently resigned as Paramount's director of advertising-publicity to join United Artists.

Youngstein set forth these plans at a luncheon at the Stork Club yesterday given by producer Robert Stillman and Irving Rubine of Stillman Productions, which releases through UA. The new UA advertising-publicity chief paid tribute to Stillman and Rubine for their confidence in UA.

Harold Glanfield

PORTLAND, Ore., Feb. 27.—Harold Glanfield, who represents Favorite Films in Seattle, died suddenly of a heart attack.

Newsreel Parade

GEN MacARTHUR at the Korean front and an address by Gov. Dewey mark current newsreel highlights. Other items include a White House photo exhibit, sports and aviation. Complete contents follow:

MOVIETONE NEWS, No. 18—Gen. MacArthur at the front. UN offensive. Gov. Dewey proclaims his views on fighting the Reds. Jet aviation: Helicopters. Sport flashes: water skiing, ski jumping.

NEWS OF THE DAY, No. 252—Gen. MacArthur in Korea. Gov. Dewey urges troops for Europe. Jet helicopter. Freedom Awards at Valley Forge. Quads born. Sports: ace diving, wrestling queen.

PARAMOUNT NEWS, No. 55—United States welcomes record-breaking jets. Reds stopped at Wonju. Troops-to-Europe debate. News flashes from the sports world: Ski jumping, horse racing.

TELENEWS DIGEST, No. 9-A—Defense-mobilizer Wilson reports. "Operation Killer" in Korea. Dean Acheson reaches Bermuda. British jets. Indo-China exchange of war prisoners. Spanish floods. Gov. Dewey's speech.

UNIVERSAL NEWS, No. 434—Korea report. British jet bombers. "Harvey" receives "Look" award. White House photo exhibit. Sports world flashes: Diving, skiing, women wrestlers.

WARNER PATHE NEWS, No. 57—"Operation Killer" in Korea. Gov. Dewey voices views on Europe. Valley Forge Awards. Quads born. President Truman honors news photographers. British jet. Jet helicopter. Diving, skiing.

Name New ELC Sales Head in a Few Days

William C. MacMillen, Jr., president of Eagle Lion Classics, indicated here yesterday that he expects to name a distribution chief to succeed William J. Heineman by either Friday or Monday. Heineman is scheduled to join United Artists as soon as his successor at ELC has been named.

MacMillen is reported to have conferred with Bernard G. Kranze, ELC general sales manager, and L. Jack Schlaifer, who has been handling sales for N. Peter Rathvon-financed productions.

Goldsmith, Caspary Leave for the Coast

Producer I. G. Goldsmith and his wife, Vera Caspary, author and screenwriter, will leave here for the Coast today after concluding talks with Arthur B. Krim, United Artists president and Max E. Youngstein, advertising-publicity vice-president, on releasing and exploitation plans for two Goldsmith films for UA, "Three Husbands" and "The Scarf."

'Fabiola' Shown to UA

Jules Levey's "Fabiola" was screened here yesterday for United Artists' executives with a view to possible distribution by the company. A decision will be made later, it was said.

Al Brick, 52

LOS ANGELES, Feb. 27.—Al Brick, 52, veteran motion picture cameraman, principally in the newsreel field, died here last night.

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VERY GOOD NEWS!

M-G-M's Story of those Gorgeous Airline Stewardesses!



Four-Star Cast!

JANE WYMAN
VAN JOHNSON
HOWARD KEEL
BARRY SULLIVAN

Screen Play by Sidney Sheldon
Story by Ruth Brooks Flippen
From Suggestions Made by Ethel "Pug" Wells • Directed by CHARLES WALTERS • Produced by ARMAND DEUTSCH

"THREE GUYS NAMED MIKE"

2nd Biggest M-G-M GROSS in a year at Wilkes-Barre, Pa.

AND AT SCRANTON IT TOPS "3 LITTLE WORDS," "FATHER OF THE BRIDE"

AND IN NEW ORLEANS IT'S RIGHT UP THERE WITH THE BIG ONES!

JUST THE BEGINNING!



"COME ON DOWN FRED ASTAIRE!"



Wait till you see Fred do his "Dancing On The Ceiling" number in M-G-M's BIG MUSICAL "ROYAL WEDDING," next attraction at Radio City Music Hall. Selected by Cosmopolitan as "Best Musical of the Month" and by Seventeen Magazine for the "Picture of the Month."

(Technicolor of course!)

Asks WSB

(*Continued from page* 1)

cent above the level in effect before Jan. 15.

Wage Stablizer Cyrus Ching, in the meantime, has called a board meeting for tomorrow afternoon. It could not be learned whether labor members, who opposed the formula, would attend.

Meanwhile, Hollywood producers and talent guilds expect "very prompt" action on their request for relief from the government's wage freeze.

Presents Points

A written memorandum presented today to Willard Wirtz, executive secretary of the Wage Stablization Board, put on paper the points made by spokesmen for the producers and guilds in a personal call made last Friday.

The industry representatives expect to make another call on Wirtz tomorrow, it was reported, and then hope for action by the middle of next week.

The industry's plea is to be permitted to operate as nearly normally as possible, with authority to use option and periodic pay increase contracts, power to set rates for workers hired on a day-to-day or week-to-week basis, and some guide as to wages for new workers.

Priority Order

(*Continued from page* 1)

NPA order, Regulation No. 4, recognizes that even though key materials are needed for the defense program, the nation cannot afford to allow any of its existing productive capacity or service facilities to run down. The priority is on a par with priorities for defense orders.

Naturally, the priorities would be available only for work now permitted by law. That is, the NPA limits on theatre and other amusement construction would still stand.

Review

"Quebec"

(*Paramount*)

REBELLION against British rule by French and English Canadians in 1837 and their abortive attempt to take the fortress at Quebec form the historical basis of this adventure story, written and produced by Alan Le May. Fine battle scenes, with the Redcoats glistening in Technicolor, and beautiful shots of old Quebec and the wilderness of the *voyageurs* give a pictorial quality to the film. However, a fanciful and poorly-motivated plot detract from the overall effect. The picture, directed by George Templeton, should be promoted as a spectacle and not an epic.

Corinne Calvet is the mysterious leader of the rebellion, spurred on by her hatred for the commander of the British garrison, played by Don Haggerty, to whom she was married briefly at the age of 15. Her true love is Patric Knowles, leader of the rebellious *voyageurs* of the woods. With Knowles is his son, John Barrymore, Jr., who does not know that Miss Calvet is his mother. When young Barrymore does meet his mother it as an adoring follower of the rebellion's leader.

Lending romantic interest are Nikki Duval, vivacious and forward girl of the woods, and Barbara Rush, pretty ward of Miss Calvet. Both girls vie for the love of handsome young Barrymore, who is too busy fighting to pay much attention to either. The ill-fated rebellion is doomed to defeat and Knowles is killed when he attempts to negotiate an amnesty for his men. Young Barrymore takes over for another desperate attempt to take the fortress, again unsuccessfully, and this time Miss Calvet dies in an attempt to save her son. Miss Duval, too, is killed as she refuses to betray Barrymore, thus leaving the field to Miss Rush.

John Hoyt plays the part of a sympathetic priest, Arnold Moss is a rabble-rousing speaker and among the *voyageurs* are Howard Joslin, Paul Guevrement, Adrian Belanger, Rene Constantneau, Marcel Sylvan and Rolland Joseph Beaudet. Others are Patsy Ruth Miller and Jacques Champagne.

Running time, 85 minutes. General audience classification. For April release.

VAUGHAN O'BRIEN

'U' Meetings

(*Continued from page* 1)

P. T. Dana, Eastern sales manager; F. J. A. McCarthy, Southern and Canadian sales manager; Foster Blake, Western sales manager; James Jordan, circuit sales manager; Irving Sochin, head of 'U's' special films division; F. T. Murray, head of branch operations, and contract sales assistants Jack Huber, Ray Coyle and Frank Mooney.

Others Attending

Also: district managers John Scully, P. F. Rosian, James Frew and David Levy; branch managers Eugene Vogel, David Miller, Lester Zucker, B. J. Robins, F. J. Guehl, E. Myer Feltman, H. J. Martin, Arthur Greenfield, Joseph Gins, William Kelly and J. W. Greenleaf.

Attending the Chicago meeting will be district managers M. M. Gottlieb and Henry H. Martin; branch managers L. R. Berman, Lou Levy, David Goldman, L. J. Miller, I. M. Weiner, William Blum, Samuel Oshry, R. N. Wilkinson, Richard Settoon, Jack Langan, C. R. Ost, Charles Hudgens and Harry Hynes.

Attending the San Francisco meeting will be district manager Barney Rose and branch managers Mayer Monsky, L. W. Marriott, J. S. Hommel, C. R. Wade, Abe Swerdlow and L. George deWaide, the company announced.

Blumenstock

(*Continued from page* 1)

Thorpe—All American," starring Burt Lancaster, and "Goodbye, My Fancy," starring Joan Crawford and Robert Young.

Meetings will be held with Jack L. Warner, executive producer, Steve Trilling, assistant to Warner, and Alex Evelove, West Coast publicity director. Blumenstock and his aides will return to New York early next week.

KMTA Discusses Drive-in Problems

KANSAS CITY, Feb. 27.—One hundred and twenty-five theatre owners attended the second annual one-day drive-in meeting of the Kansas-Missouri Theatre Association today.

Following a welcome address by Dale Danielson, KMTA president, a morning session was held on advertising, with the following on the agenda: Jack Hillyer, Jack Braunagel, Elden Harwood, Bill Powell, Bob Walter, Phil Blakey and Ralph Rhoads.

Lou Patz discussed National Screen's policy, while Finton H. Jones' address was on insurance problems.

Para. Sales Meet

(*Continued from page* 1)

tant, George Schur; Arthur Dunne, head of the contract department; his assistant, Ben Schectman; Martin Friedman, head of the playdate department; G. Knox Haddow, head of the print department; Jack Roper, box-office analyst, and Harold Beecroft, in charge of sales for the production of "Trio."

Previously announced as attending were Balaban, Adolph Zukor, Paul Raibourn, Schwalberg, E. K. O'Shea, Jerry Pickman, Oscar Morgan and division managers Hugh Owen, Howard Minsky, J. J. Donahue, Duke Clark and G. A. Smith.

Paramount Adds 11

(*Continued from page* 1)

plete Paramount's release schedule for 1950-51, are: April, "Molly," "Quebec" (in Technicolor), and "The Lemon Drop Kid"; May, "Appointment with Danger" and "The Last Outpost" (in Technicolor); June, "Dear Brat" and "Passage West" (in Technicolor); July, "Ace in the Hole" and "Warpath" (in Technicolor); August, "A Place in the Sun" and "That's My Boy."

Very Important People ARE RAVING ABOUT

A Very Important Picture!



THE MATING SEASON

A Paramount Picture

"is something mighty wonderful to recommend!" —Louella Parsons

A Very Important Personality!



THELMA RITTER as Mother of the Groom

"emerges as a new comedy star!" —Ed Sullivan

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TWA's newest, fastest, most luxurious transatlantic flights

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TRANS WORLD AIRLINES

U.S.A.-EUROPE-AFRICA-ASIA

TO ALL OUR EXHIBITOR FRIENDS:

We Are Grateful!

MONOGRAM PICTURES CORPORATION
4376 SUNSET DRIVE
HOLLYWOOD 27, CALIFORNIA

February 21, 1951

STEVE BROIDY
PRESIDENT

The outstanding results attained during MONOGRAM WEEK (February 11-17) have established new records for our company. The spontaneous outpouring of cooperation and good will on the part of all exhibitors, from the smallest independent on up to the biggest circuits, has proven most heartwarming to all of us.

The return was limited only by the number of useable prints in our exchanges. All-time highs were set both in the number of shipments made and billings recorded during MONOGRAM WEEK.

We are indeed grateful.

Sincerely,

S. Broidy

S. BROIDY



There's No Business Like 20th CENTURY-FOX Business!

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 69. NO. 41 NEW YORK, U. S. A., THURSDAY, MARCH 1, 1951 TEN CENTS

Say Skouras Barred from Phila. in '37

Goldwyn vs. FWC Suit Deposition Reveals Ban

Skouras plans to build a theatre to compete with Warner in Philadelphia were forbidden by another major company, George Skouras testified in a deposition here yesterday, according to Joseph Alioto, San Francisco attorney representing Samuel Goldwyn.

Skouras said that in 1931 he joined the Atlantic circuit operating theatres along the Eastern seaboard. Skouras interests owned 25 per cent of the circuit, with Paramount owning the other 75 per cent. When expansion plans were made in 1937, including the proposed Philadelphia theatre, Paramount intervened and said that no competition with Warner in the area could be permitted, according to Alioto's account of Skouras's testimony yesterday.

Alioto, who is handling Goldwyn's

(*Continued on page 2*)

US Sees 20th-Fox Delay; Loew Decree Talks Due to Start

WASHINGTON, Feb. 28. — Another postponement in the March 5 deadline for 20th Century-Fox to file its divorcement plan is likely, a Justice Department official said here today.

Otto E. Koegel, 20th-Fox counsel, was quoted earlier in the week as saying he thought a decree could be presented to the court by the March 5 deadline, but the Justice official said that while the parties were very close to final agreement, "There are a few details left which will probably need

(*Continued on page 4*)

Dismiss Universal Stockholder Suit

The U. S. District Court of Delaware has dismissed the action, charging mismanagement, which minority stockholder Dorette A. Wise instituted in 1943 against former Universal executives J. Cheever Cowdin and Charles D. Prutzman, it was revealed in New York yesterday.

The suit was dismissed on a defense

(*Continued on page 4*)

Sweeping Changes in UA's Overseas Selling Structure Are Planned

First definite indication that United Artists will make sweeping changes in the constitution of its sales operations overseas came yesterday from independent producer I. G. Goldsmith who releases through UA. "Re-staffings" and "adjustments" in these operations, with perhaps the replacement of a number of agents and subagents with UA-operated offices, are planned, the producer reported at a press interview here prior to his departure for the Coast after conferring with Arthur B. Krim, new UA president.

So pleased was Goldsmith with the prospect of changes in the company's sales machinery abroad that he at once gave the company worldwide distribution rights to "Three Husbands," whose original contract limited UA handling to the U. S., Canada and England.

Industry Looks for Wage Freeze Relief

WASHINGTON, Feb. 28.—After another call today on top officials of the Wage Stabilization Board, representatives of Hollywood producers and talent guilds appeared to be extremely cheerful about the prospects of getting some relief from the government wage freeze, and getting it soon.

"Don't be too optimistic," one film industry spokesman said, "but it certainly looks very good."

Officials of the Motion Picture Association of America and representatives of the Association of Motion Picture Producers and the various talent guilds called on WSB executive secretary Willard Wirtz and other WSB attorneys to "finish their education" about the special problems faced by Hollywood including term and option contracts and day-to-day and week-to-week workers. They said they hoped for an answer within a week, but admitted that a lot would depend on how much their problem is affected by the current crisis in the WSB over the general wage increase formula.

NTS to Meet in Atlanta and Denver

The second and third in a series of district sales meetings being held by National Theatre Supply to discuss new products and services will be held in Atlanta and Denver. Program arrangements are under the direction of W. E. Green, NTS president, and Oscar S. Oldknow, vice-president.

The Atlanta meeting, to be held on Saturday and Sunday at the Ansley Hotel, will be attended by branch managers and salesmen from Atlanta, Charlotte, New Orleans, Memphis, Dallas, Oklahoma City, St. Louis and Kansas City.

The Denver meeting, planned for

(*Continued on page 2*)

Football Telecasts On 3-Day Agenda

CHICAGO, Feb. 28. — The National College Athletic Association will meet with representatives of the motion picture and television industries for three days beginning tomorrow at the La-Salle Hotel to determine what form of experimental football telecasts will be adopted as policy during 1951-52.

This is in line with the resolution adopted at the NCAA convention in Dallas last month when a one-year moratorium was declared on widespread "live" telecasts with the proviso that experiments be conducted on these various types of telecasts:

Delayed showings of films, Phonevison, theatre screenings direct from the field, Skiatron, and specially-controlled "live" telecasts, perhaps one in each district.

Robert O'Brien, secretary-treasurer of United Paramount Theatres, will be on hand to represent theatre television.

The latter form was permitted on some University of Michigan game telecasts in Detroit theatres and some

(*Continued on page 4*)

Rep. Lane Says TV Needs Censoring

WASHINGTON, Feb. 28.—Rep. Lane (D., Mass.) today told the House that Congress should enact legislation to set up a censorship board for television programs within the Federal Communications Commission.

The board, Lane declared, should "scrutinize every telecast in advance and cut out all words and actions that arouse the passions or that hold up any individual, race, creed, group or belief to mockery and derision."

Lane charged that "in the feverish rush to capture and monopolize attention, video has thrown all standards to the winds." He also accused the TV industry of lacking "self-discipline."

Says U.A. Will Not Finance Its Producers

Heller Funds Available; Banks 'Open Up' Again

Apart from having provided United Artists, under its new management, with "several million dollars" for operating capital, Walter E. Heller and Co., Chicago, is prepared to supply certain of UA's independent producers with first and second money for picture financing.

This was reported here yesterday by independent producer I. G. Goldsmith, who returned to Hollywood last night following conferences in New York with Arthur B. Krim, new UA president. UA itself, Goldsmith said, will not provide financing.

The producer, who has his own private sources of financing and therefore will not be among those who will go to Heller for production funds, said

(*Continued on page 2*)

Northwest Theatre Supply Dealers See Buying Rush

MINNEAPOLIS, Feb. 28.—Motion picture theatre supply dealers in this Northwest territory anticipate the biggest equipment buying rush since World War II. Few, if any, serious material shortages are expected.

"There should be no scarcity of either theatre equipment materials or buyers this spring," declared one supply dealer who operates a key situation. He pointed out that most items normally needed in spring buy-

(*Continued on page 2*)

Court Rules Bidding Right No Franchise

WASHINGTON, Feb. 28. — Federal District Court Judge Curran declared here today that a contract giving an exhibitor the right to negotiate for a certain share of a distributor's product is not in any way to be construed as giving the exhibitor an absolute right to those pictures.

Otherwise, he held, such a contract would amount to a franchise and

(*Continued on page 4*)

Personal Mention

NATE J. BLUMBERG, president of Universal Pictures, accompanied by MRS. BLUMBERG, will leave New York today aboard the *S.S. Vulcania* for a six-week business trip to Europe.

•

LEO F. SAMUELS, assistant to WILLIAM B. LEVY, worldwide sales supervisor of Walt Disney Productions, and IRVING LUDWIG have returned here from a Midwest tour of RKO Pictures branches.

•

H. RUSSELL GAUS, Oklahoma City M-G-M manager, planed back to his headquarters yesterday after a three-day visit here.

•

LEONARD HIRSCH, home office assistant to RUDY BERGER, M-G-M Southern sales manager, has returned here from Washington.

•

E. K. O'SHEA, vice-president of Paramount Film Distributing Corp., is due to return here today from Detroit.

•

HOWARD LESIEUR, Eagle Lion Classics advertising-publicity director, is in Washington today from New York.

•

SEYMOUR ROMAN of Columbia's pressbook department announces the birth of a son, HOWARD LEWIS.

•

BOB NEWHOOK, publicist for Loew's Boston Theatres, has married ELAINE GAETANI, secretary to E. M. LOEW.

•

VIRGINIA MORRIS of Paramount's advertising department is celebrating a birthday today.

NTS to Meet

(*Continued from page* 1)

March 10-11, at the Brown Palace Hotel, will be attended by managers and salesmen from Denver, Los Angeles, San Francisco, Seattle, Omaha, Des Moines, Milwaukee and Minneapolis.

Company executives from New York attending both meetings will include in addition to Green, J. W. Servies, manager of purchasing; J. E. Currie, drive-in department manager, and W. J. Turnbull, sales promotion manager. Others attending will be H. D. Epting, air conditioning department manager, and J. S. Goshorn, theatre seating department manager.

Expect Buying Rush

(*Continued from page* 1)

ing had been thoroughly checked and found to be in plentiful quantities to meet anticipated demands. He also pointed out that there had been no "scare buying" and said he felt reasonably certain that exhibitors had not hoarded extra supplies fearing a shortage. Nor is a delay in deliveries expected, it was learned.

59 Drive-ins Set For the Northwest

Portland, Ore., Feb. 28.—The drive-in theatre season has already opened in many spots in the Pacific Northwest, with the advent of semi-summer weather. Some 32 drive-ins will be in service in the Portland trade area, and some 27 in the Seattle area, with additional potentialities in the offing.

Du Pont Film Maps Company's Growth

Du Pont's feature-length Technicolor film of the company's rise since its founding in 1802 until the present was screened for the press at the Paris Theatre here. Produced by Jack Chertok and directed by William Thiele at the Apex Film Studios in Hollywood, the picture is a colorful and interesting account that covers the administrations of 10 du Pont presidents, from the founder to Walter S. Carpenter, present board chairman, and Crawford H. Greenewalt, present head of the company.

The picture will not have theatrical distribution but will be shown in some 80 localities, primarily for employes.

Barred from Phila.

(*Continued from page* 1)

$6,750,000 suit against National Theatres, Fox West Coast theatres and others, said that his questioning of Skouras is to show that the major companies have divided up exhibition areas on a national basis. He said that there is little likelihood of distribution companies becoming involved in the present suit, but that United Artists Theatre Circuit, headed by George Skouras, may become a defendant.

Skouras testified, Alioto said, that for the first there months after he became president of UATC, succeeding Joseph Schenck, he received no salary from the company but was reimbursed from an income pool set up by George, Spyros and Charles Skouras. As Charles Skouras testified in San Francisco, the Skouras brothers had for many years shared their earnings and profits from the motion picture industry on a pooled basis.

Alioto said that Skouras has promised to make the pool document, which was discontinued in December, 1950, available in Los Angeles next week.

The deposition will continue tomorrow at the offices of Milton Weisman, Skouras's attorney. When a MOTION PICTURE DAILY reporter called there yesterday he was refused admittance and was told by a Weisman office attendant that no meeting was underway and that neither Skouras, Alioto or James Mulvey, Samuel Goldwyn Productions president who attended, were in the offices.

Vote Republic Dividend

A dividend of 25 cents per share on preferred stock payable April 2 to stockholders of record on March 12, was declared by the board of directors of Republic Pictures.

UA-Finance

(*Continued from page* 1)

he was informed that the Chicago firm's loans would be made only on pictures whose subject-matter measured up to certain standards. Equally significant in the qualifying for Heller loans will be the stature of applying producers, Goldsmith indicated.

United Artists itself will not engage in production financing, Goldsmith said, adding that if the contrary were the case independent producers would "run from the company." UA producers, he explained, prefer to have the company concern itself solely with distribution and attendant promotional activities since under such an arrangement a "democratic equality" prevails among all who make pictures for the company's release.

Goldsmith's report that UA would not finance producers conflicted with previous trade reports that indicated the company would make funds available to producers. Krim could not be reached yesterday for comment.

With the take-over of UA management control by the Arthur Krim-Robert Benjamin-Matthew Fox group, financing problems dissolved for UA producers, Goldsmith said, explaining that the Bank of America and other film-financing institutions made known at once that they were ready to provide first money on UA contracts up to 60 per cent of a picture's budget.

At the same time, he said, second money sources also indicated a willingness to enter into picture financing arrangements. In many cases providers of second money themselves borrow from banks the funds which they turn over to producers.

Goldsmith, a producer in England for 14 years prior to coming to the U. S. two years ago, described the revitalization of UA as "something like a miracle." Sorely disappointed, as he put it, over the way his product was being handled at UA prior to the take-over of the new management, Goldsmith said he now has "the greatest confidence" in the company. This confidence, he added, he has proven by delivering his latest production, "The Scarf," and by taking steps to release his next, "The Gardenia," through UA. The latter will be from a new novel to be published soon by the producer's wife, Vera Caspary.

When he and Miss Caspary, the producer's partner in Gloria Films, came to New York four weeks ago as the Krim-Benjamin-Fox take-over of UA was about to be finalized, Goldsmith was "deeply worried" about whether the investment they had made in "The Scarf" would be virtually lost under UA as it had been constituted.

Present at yesterday's interview with Goldsmith were Myer Beck, whom the producer has appointed special promotion representative for "The Scarf," and David E. (Skip) Weshner, Gloria Films' sales manager. Weshner paid tribute to the UA sales force for the extent to which it achieved results in the months preceding the new management take-over despite the handicaps that hampered company salesmen.

NEWS in Brief . . .

HOLLYWOOD, Feb. 28.—M-G-M will become the first studio to turn out a three-color feature using its own process and laboratory if its technicians complete preparations in time for start of the shooting on "Constable Pedley," scheduled for mid-April, a M-G-M spokesman confirmed today.

•

Hollywood, Feb. 28.—Arch Oboler has announced formation of Arch Oboler Productions to make two or three independent productions annually.

•

CHICAGO, Feb. 28.—Films set for next week's Phonevision test are: "Wild Harvest," Paramount, released in 1947; "Framed," Columbia, 1947; "The Little Foxes," (Goldwyn) RKO, 1941; "Caged Fury," Paramount, 1948; "Sahara," Columbia, 1943; "Back to Battan," RKO, 1945, and "The Reluctant Dragon," RKO, 1941.

•

Hollywood, Feb. 28.—Ellis Arnall, Society of Independent Motion Picture Producers president, said that he will decide tomorrow whether to call a membership meeting during his present visit here, as originally planned, or merely continue meeting with individual members. He began individual conferences on Monday.

•

HOLLYWOOD, Feb. 28.—Paramount's "Sunset Boulevard" tonight was acclaimed as the best Hollywood produced picture of 1950 by the Hollywood Foreign Correspondents Association, in its annual presentation of the "Golden Globe Awards."

•

Will Baltin, executive secretary and treasurer of the Television Broadcasters Association, is resigning to join Screen Gems, Columbia Pictures' television department in an executive capacity.

•

KANSAS CITY, Feb. 28. — Ernest J. Amoneno, owner of the Aladdin Theatre here, died Monday night.

Brother of Mayer Dies in Hollywood

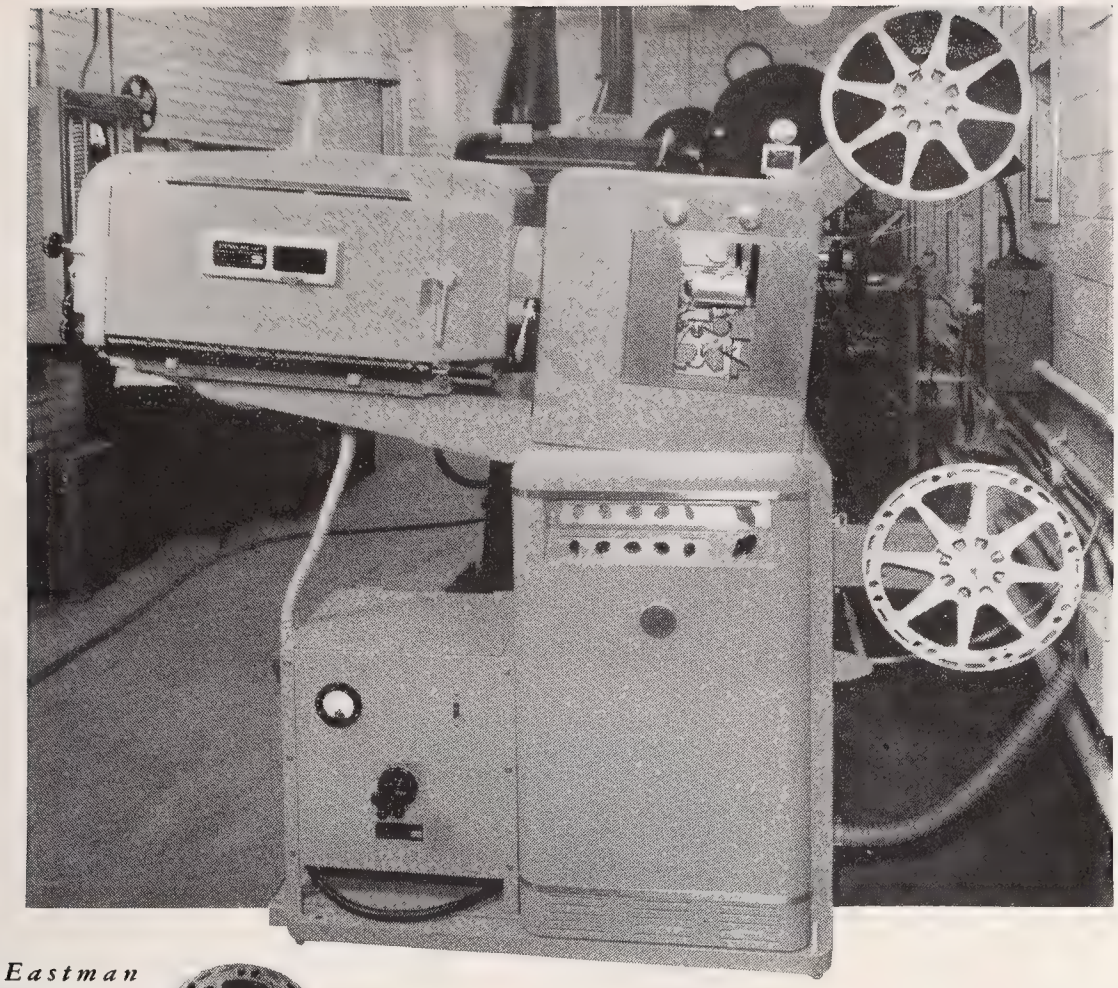
HOLLYWOOD, Feb. 28.—Rudolph W. Mayer, 63, brother of Louis B. Mayer, M-G-M production vice-president, died here last night at the Gaylord Apartments. Death was said to be from a hear attack suffered when fire broke out in his hotel.

Goldsmith reported that 3,300 bookings have been set for his "Three Husbands," which will open at the Palace Theatre here on March 8.

Canton Assigned to "Fury"

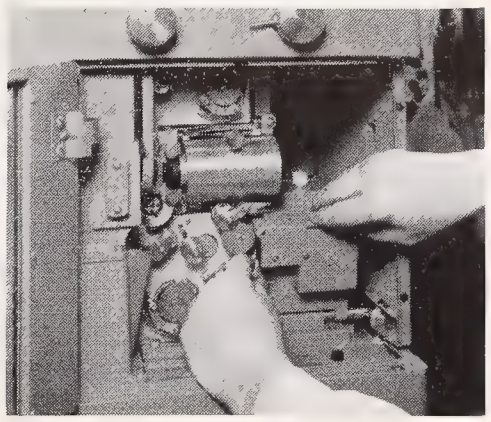
Arthur Canton has been named special United Artists field representative, under Mori Krushen, exploitation head, for the engagement of Robert Stillman's "Sound of Fury" in Syracuse. The picture will open at the Midtown Theatre there on March 8.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Red Kann, Vice-President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

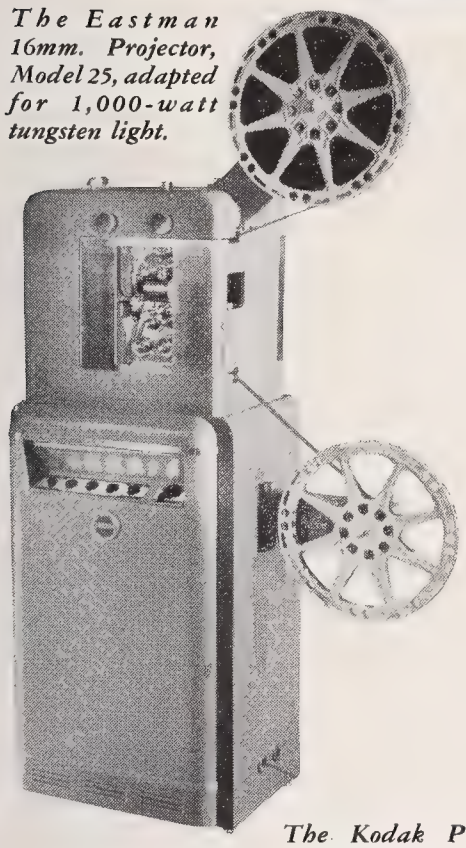


Left, the Eastman 16mm. Projector, Model 25, brings 16mm. projection to the professional level. Shown here, adapted for arc illumination, permanently installed alongside 35mm. equipment.

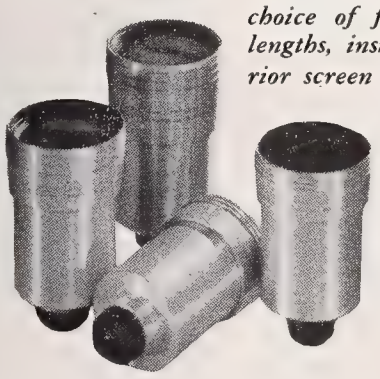
Below, working parts of the film movement mechanism are in constant view of the operator . . . readily accessible for threading and cleaning.



The Eastman 16mm. Projector, Model 25, adapted for 1,000-watt tungsten light.



The Kodak Projection Ektar Lens, in a choice of four focal lengths, insures superior screen image.



For Professional Quality Sound Projection from 16mm. Film

The Eastman 16mm. Projector, Model 25

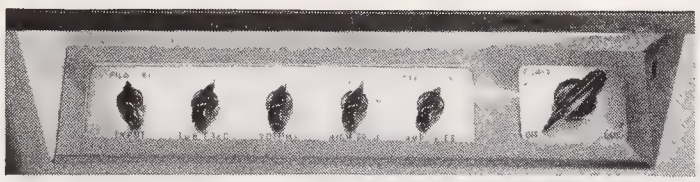
This projection instrument—built to a new design concept—eliminates the three major obstacles to theatrical quality 16mm. sound projection . . . excessive wear and high maintenance cost; low signal-to-noise ratio; and excessive flutter.

A major cause of excessive wear and poor quality sound is the constant transfer of shock forces generated in the film pulldown mechanism to other parts of the system. In the Eastman 16mm. Projector, Model 25, the intermittent (film advance mechanism) is completely isolated and independently driven by its own 1440 r.p.m. synchronous motor. Thus, shock forces are sealed off from the rest of the instrument. The sprocket-shutter system is driven by its own 1800 r.p.m. synchronous motor. Exact phasing between the two systems is accomplished by specially designed synchromesh gears. In addition, the take-up spindle, rewind spindle, and blower are driven by separate motors.

A highly corrected microscope objective, adjustable for optimum sound quality from any type of 16mm. sound film, permits reproduction of variable area or variable density 16mm. sound tracks at extremely low distortion and a maximum signal-to-noise ratio.

To get the best out of any 16mm. sound film, project it on an Eastman 16mm. Projector, Model 25. For information on installation, availability, and prices, write directly to the Motion Picture Film Department, Eastman Kodak Company, Rochester 4, N. Y., or any branch office.

Motion Picture Film Department, Eastman Kodak Company, Rochester 4, N. Y.



East Coast Division
342 Madison Avenue
New York 17, N. Y.

Midwest Division
137 North Wabash Avenue
Chicago 2, Illinois

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, California

20th, Loew

(*Continued from page* 1)

more time." He admitted, however, it still might be "barely possible" to meet the March 5 date.

Negotiations with Loew's officials will probably start "very soon," it was reported. It was pointed out that the Justice attorneys have been tied up with work on the 20th-Fox decree, the Howard Hughes RKO theatre holdings, and the recent amendment to the Paramount decree, and they have not had a chance to work on the Loew's situation.

The proposed amendment to the Paramount decree, permitting United Paramount Theatres to acquire complete ownership of Interstate and Texas Consolidated Theatres, is slated to go before the New York Statutory court tomorrow afternoon.

The New York court will probably not have any further argument on the question of what time limit, if any, should be placed on disposal of Hughes' RKO theatre holdings, it is believed here. Indications are the court will decide the matter on the previous argument and the briefs being submitted. Hughes' attorney, Thomas Slack, filed his brief yesterday, and the Justice brief is due on Tuesday.

Football Telecasts

(*Continued from page* 1)

Illinois games in B. and K.'s State Lake and Tivoli theatres here.

Representatives of Zenith, creators of Phonevision, and the major networks will also be present at the meetings.

Review

"Fourteen Hours"

(20th Century-Fox)

THE LONG ORDEAL of a disturbed young man who perched himself on a 15th-floor ledge of a New York hotel and teetered for 14 hours between suicide and survival is recounted dramatically in this 20th Century-Fox production. Its counterpart in reality took place in the very same city a number of years ago. The entire story is built on this one major incident, and as it develops there evolves considerable suspense. The picture is well-made. It will have its premiere here on Monday at the Astor Theatre. Good performances are turned in all around with Richard Basehart as the unbalanced young man, Paul Douglas as a traffic patrolman who goes on a talking marathon to dissuade Basehart from jumping, and Barbara Bel Geddes, as Basehart's sweetheart.

Not long after Basehart plants himself at the precarious height there arrive on the scene units of the fire and police departments. Soon the streets are thronged with people while newspapermen and radio and television crews work feverishly. It seems that Douglas is the only one to whom Basehart will talk so it becomes his task to attempt to persuade, cajole and bully Basehart into leaving the ledge. All efforts fail. Next follow attempts to get Basehart's mother, and then his father, to talk with him. This fails, and so does the attempt to get Miss Bel Geddes to influence him. When finally a strategem is used to lure Basehart from his perch, it fails when an intruder bursts upon the scene. After considerable strains and anxieties, police are able to rig up a net which catches Basehart just as he plunges downward.

The 14-hour incident also affects the lives of many others. There is a young boy and girl who meet in the crowd and go off romantically, and the young wife who becomes reunited with her husband from whom she originally wanted a divorce.

Commendable support is provided by Howard Da Silva, a jumpy police lieutenant; Agnes Moorehead, the mother, and Robert Keith, the father. Sol C. Siegel produced and Henry Hathaway directed, from a screenplay by John Paxton.

Running time, 92 minutes. General audience classification. Release date, not set.

MANDEL HERBSTMAN

Nevius Off 'U' Board

Franklin Nevius of New York has resigned from the board of directors of Universal Pictures, it was announced here.

D.C. Bow of 'Music' To Draw Top Officials

WASHINGTON, Feb. 28.—Some of the nation's top statesmen will be on hand for the opening of 20th Century-Fox's "Of Men and Music" at the Dupont Theatre tomorrow night.

Heading the list of patronesses for the event, which is sponsored by the American Newspaper Women's Club, are Mrs. Harry Truman, Mrs. Eric Johnston and Mrs. Sigrid Arne.

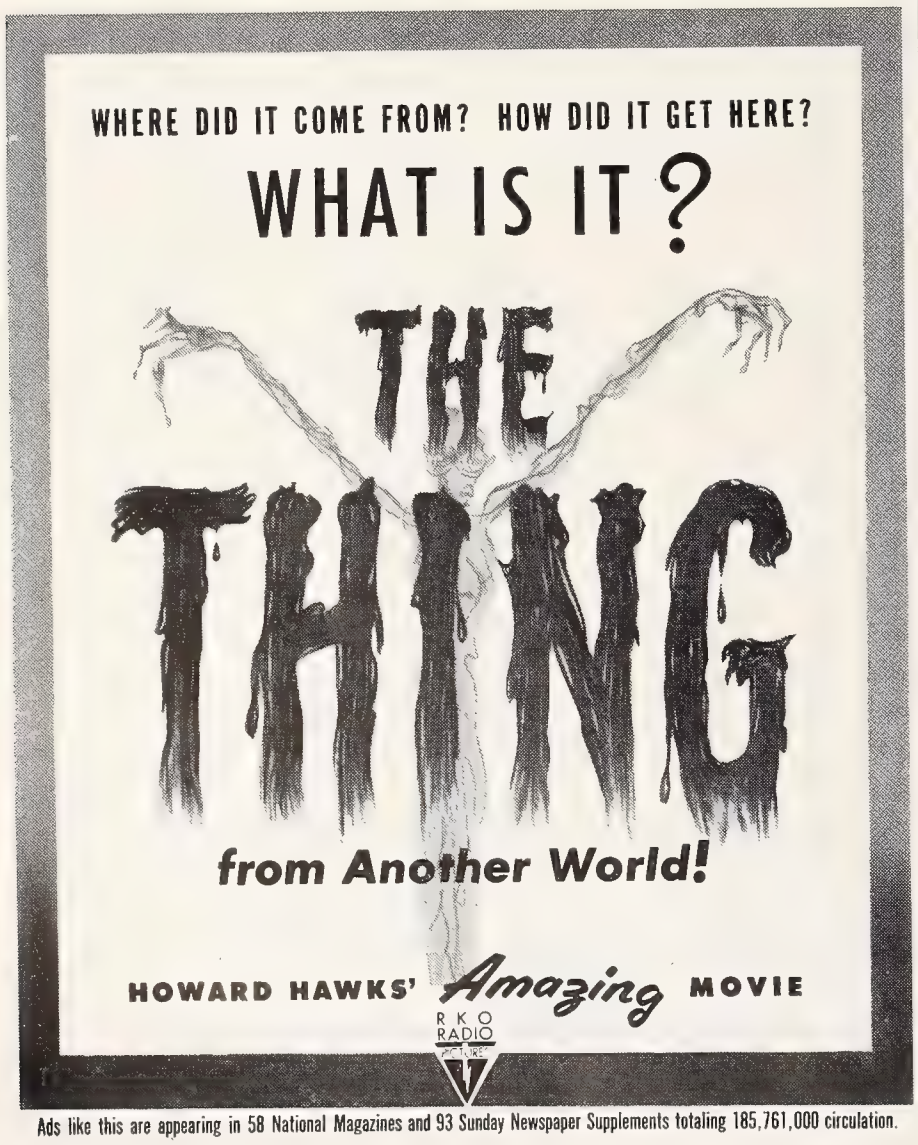
Other patrons of the event include Secretary of the Interior and Mrs. Oscar Chapman, Secretary of Agriculture and Mrs. Charles F. Brannan, and others.

Quigley Wins Suit Brought by Harris

In an action brought by David Harris, former circulation promotion manager of Quigley publications, against Quigley Publishing Co., for wrongful discharge, requesting salary and participation in gross receipts under an alleged oral contract, a jury on Tuesday in New York Supreme Court, brought in a verdict for the defendant Quigley Publishing Co., on all causes of action.

Louis Nizer, of Phillips, Nizer, Benjamin and Krim, represented Quigley Publishing Co. Morton Abrahams was attorney for the plaintiff. The presiding Judge was Andrew W. Ryan. Martin Quigley, Theodore Sullivan, Dennis Shea and several others testified for the defendant. Harris had been circulation promotion manager of Quigley Publishing Co. from 1945 until the time the dispute arose, in Nov., 1948.

The jury held that there was no contract for a specific period of time with Harris; that rather than being discharged he had voluntarily resigned and, in any event, there would have been grounds for terminating the relationship even if he had been discharged.



Ads like this are appearing in 58 National Magazines and 93 Sunday Newspaper Supplements totaling 185,761,000 circulation.

Bidding

(*Continued from page* 1)

would be illegal under the U. S. Supreme Court's decision in the Paramount case. He emphasized that a contract of this type merely binds the distributor to negotiate in good faith, and nothing else.

The matter came up during a session at which Judge Curran approved a stipulation settling a breach of contract suit brought by the Walbrook Theatre of Baltimore against 20th Century-Fox. The latter, when sued by the Windsor Theatre of Baltimore for a part of the features being sold to the Walbrook, had stipulated with the Windsor that it would have the right to negotiate for half of 20th-Fox's features in that neighborhood. The Walbrook then sued.

The settlement put a Sept. 11, 1952 termination date on the Windsor-20th-Fox contract, but Judge Curran insisted that the settlement include a clause stating that the term "negotiate" is not to be construed as the equivalent of a franchise and that it means only that the distributor must bargain in good faith.

It is believed here that Curran's stand could have an important bearing on similar contracts throughout the country.

Attorneys for Walbrook said no decision had been made yet as to what they would do about similar contracts made with Windsor by Loew's, Warner, Paramount, Universal and United Artists. The 20th-Fox suit had been regarded as a test case for all the distributors.

Universal Suit

(*Continued from page* 1)

motion for a summary judgment.

In her complaint the plaintiff asked that a receiver of Universal be appointed pending final disposition of the case, and that judgment be entered directing the cancellation of all warrants and all rights to warrants for the purchase of common stock of the registrant in which the individual defendants had subsisting rights.

Cowdin, who resigned as Universal board chairman about a year ago, still holds some 80,000 warrants for Universal common shares of a like number. Prutzman, who left Universal at about the same, was vice-president and general counsel.

Bunche to Give Award

HOLLYWOOD, Feb. 28.—Academy of Motion Picture Arts and Sciences' president Charles Brackett reports that Dr. Ralph Bunche will make the presentation of the "Best Picture Award" at the annual Academy ceremonies on March 29.

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FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 69. NO. 42 NEW YORK, U. S. A., FRIDAY, MARCH 2, 1951 TEN CENTS

Material Cuts Threaten Carbon Output

Fear Cutbacks in Film Equipment Manufacture

A severe shortage of monazite sand, a little-known raw material containing about two dozen rare elements needed for a variety of industrial uses, threatens sharp cutbacks in the output of carbons for projectors, spotlights and other equipment essential to the motion picture industry, it was learned here yesterday.

Monazite sand contains among other things rare earth fluoride and rare earth oxide, both essential to production of carbons, graphites and similar items. These items in turn are essential to arc lamps, batteries, effect lights, generators and other film industry equipment.

The shortage of monazite sand is

(*Continued on page 4*)

Set Court Dates For Five Chicago Film Industry Suits

CHICAGO, March 1.—The anti-trust suit brought by the Grayslake Outdoor Theatre Co. against major distributors, Balaban and Katz, Great States, and A. J. B. Theatres, was reset today for trail on March 19 in the Federal court of Judge Michael Igoe. Plaintiff claims the defendants conspired to keep first-run product out of

(*Continued on page 4*)

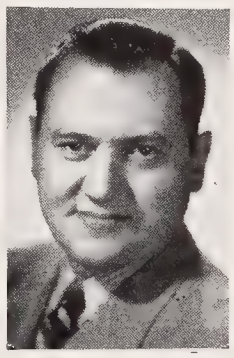
MPAA Annual Meet Set for March 26

The annual meeting of the Motion Picture Association of America is scheduled for March 26. Indications are that directors will reelect Eric Johnston president and extend his leave of absence for his continued service as Economic Stabilization Administrator.

There is a possibility that the meeting may be postponed to a later date.

UA 'V-P' Post To Heineman

The appointment of William J. Heineman as vice-president in charge of distribution of United Artists was announced here yesterday by Arthur B. Krim, president. Heineman, whose contract as vice-president of Eagle Lion Classics in charge of distribution expired two weeks ago, will assume his new post at U.A. on Monday.



W. J. Heineman

It is understood that Heineman's deal with U.A. includes provision for either acquisition of a stock interest in the company at a later date or an arrangement for participa-

(*Continued on page 4*)

U.A. Sets Release Dates for 3 Months

Tentative release dates have been set by United Artists for six pictures during the next three months, the first substantial release schedule to be prepared by the company in almost a year.

The films and dates as supplied to the company's field sales forces by Fred Jack and Nat Nathanson on their recent country-wide tour are:

"The Scarf," produced by I. G. Goldsmith, released March 26; "New Mexico," produced by Irving Allen, April 6; "Queen for A Day," produced by Robert Stillman, April 20; "The First Legion," produced by Douglas Sirk and starring Charles

(*Continued on page 4*)

Arnold Named Ad Aide to Winikus

Jonas Arnold yesterday was named assistant advertising manager to Francis M. Winikus at United Artists, by Max E. Youngstein, advertising-publicity vice-president, effective on Monday.

Arnold has been in the film industry for many years, 10 of them with Paramount Pictures, where he served in various publicity and advertising capacities. Most recently he was assistant and then advertising manager for Eagle Lion. Before joining the latter company in 1947, Arnold was national exploitation director for the "March of Dimes." He has also been a trade paper and newspaper writer.

File Approval of WB Divorcement

Notice of stockholder approval of Warner Brothers' reorganization under the consent decree reached with the government was filed in New York Statutory Court here yesterday. Final divorce of production - distribution and exhibition is slated to be in effect by April 4, 1953.

Sopeg Status Again An Issue at Para.

The National Labor Relations Board in Washington has given the Screen Publicists and Screen Office and Professional Employes guilds another chance to deny board charges that they have lost their identity as bargaining agents for Paramount home office workers.

NLRB ruled recently that the unions, functioning as a merger outfit called Screen Employes Guild, had lost their identities at Paramount in consequence of the merger of their parent union, United Office and Professional Workers of America, with the Distributive, Processing and Office Workers of America.

Word was received here yesterday from Washington that the guilds requested reconsideration of the ruling on the grounds that they were never served with the opposing affidavits filed by 143 Paramount employes and IATSE's Motion Picture Home Office Employes Local No. H-63. The latter union meanwhile has challenged the guilds' jurisdictional rights at Paramount and at Loew's New York exchange, by applying to NLRB here for elections at both locations.

The NLRB in Washington now has given the guilds 10 days from the date of receipt of H-63's objections to file a reply thereto with the Board.

(*Continued on page 4*)

Para. Sales Heads Meet Here Today

The opening session of Paramount's two-day sales meeting of home office and division managers will get under way here this morning with A. W. Schwalberg, president of Paramount Film Distributing Corp., presiding.

The agenda includes opening addresses by Schwalberg and Adolph Zukor and an outline of new product by Russell Holman, Eastern production head. They will be followed by a review of sales events since the last division managers meeting in September and a discussion of selling methods "to meet the demands of the constantly-changing motion picture market."

Court Okays UPT Takeover Of Interstate

'Opportunity to Create Competition,' US Holds

The three-judge statutory court in New York yesterday signed the amendment to the Paramount consent decree permitting United Paramount Theatres to acquire complete ownership of Interstate Circuit, with divestiture provisions.

Philip Marcus, Department of Justice attorney, in expressing to the court the Department's approval of the amendment, said it embodied "a unique opportunity to create competition."

He explained that within three years UPT must dispose of 76 houses in the 171-theatre circuit, while retaining 95, and additionally will have to sell some 40 theatres outside the Interstate Circuit in consequence of the purchase to keep within the limit of the number

(*Continued on page 4*)

Skouras Says UATC Presidency Ended 3-Way Income Pool

George Skouras served for 14 months as vice-president of United Artists Theatre Circuit and for three months last year as its president without compensation, it was brought out in his deposition, concluded here yesterday, in the Samuel Goldwyn suit against Fox West Coast Theatres.

Skouras said his primary reason for

(*Continued on page 4*)

Col. Net $660,000 For 26 Weeks in '50

Columbia Pictures' estimated net profit for the 26 weeks ending Dec. 30, 1950 is $660,000, after taxes, compared with $945,000 for the same period in 1949, Harry Cohn, president, announced yesterday.

Earnings per share on the 654,311 shares of common stock outstanding, were 79 cents, compared with $1.22 one year ago.

NEWS in Brief . . .

HOLLYWOOD, March 1.—Producer Edmund Grainger today announced that crime-prober Senator E. Kefauver has pledged "complete cooperation" in filming "The Racket" on Grainger's production schedule for RKO Pictures release. The announcement said that Grainger and Kefauver have scheduled a series of conferences in Washington in April.

•

Hollywood, March 1.—The Academy of Motion Picture Arts and Sciences today announced that Fred Astaire will be master of ceremonies at the "Awards" ceremonies on March 29.

•

Brandt's Flatbush Theatre, Brooklyn, has acquired three M-G-M productions by outbidding Century's Albermarle Theatre, the Brandt Circuit reported here yesterday.

The first feature, "Kim," will open next Wednesday for a 10-day engagement, to be followed by "Pagan Love Song" and "Dial 1119."

•

Favorite Films, New York, has a new dual-bill feature package for immediate release consisting of the Zane Grey stories, "Bad Men of Nevada" and "Bad Men of Arizona."

•

A national closed-circuit broadcast to the 544 stations of the Mutual network carried the voice of 20th Century-Fox's sales vice-president Andy W. Smith to branch managers and exhibitors this week in connection with the promotion of "The 13th Letter," designated by Mutual as its "Mystery of the Month."

•

WASHINGTON, March 1.—Some of the groundwork for reopening the House Un-American Activities Committee's hearings in Hollywood may be laid March 8. The Committee plans to hear testimony then from V. J. Jerome, described in the Committee's 1947 Hollywood hearings as head of the Communist party's cultural branch.

•

ALBANY, N. Y., March 1.—Robert W. Case, Reade Theatres city manager at Kingston, N. Y., will be transferred to Long Branch, N. J., in a similar capacity. He will replace H. L. Robinson, who will take over the Eatontown Drive-in when it opens late next month. Elizabeth Risely will become acting city manager at Kingston.

•

BUFFALO, March 1.—Richard Kemper, zone manager, Dipson Theatres, will be ringmaster at the big Fall Guy luncheon and show of Buffalo Bill Tent, Circus Saints and Sinners Club of America, Inc., tomorrow in the Hotel Statler here.

Andelman's Mother

BOSTON, March 1.—The death of the mother of Maxwell (Mickey) Andelman, last Sunday, was reported here today. Andelman, executive of Devonshire Film Co., will return to his desk early next week.

Personal Mention

BARNEY BALABAN, president of Paramount Pictures, will return to New York today from Palm Beach, Florida.

•

SIR ALEXANDER KORDA, chairman of London Film Productions; COMPTON BENNETT, director; and DAVID NIVEN, DONALD O'CONNOR and VAN HEFLIN are due to sail from here tonight for Europe aboard the *S.S. Queen Elizabeth.*

•

JAMES MULVEY, president of Samuel Goldwyn Productions, will leave here tomorrow for a vacation in Florida.

•

BEN M. COHN, Universal-International foreign department executive, is slated to leave here tomorrow for a business trip to the Caribbean area.

•

JOYCE O'HARA, Motion Picture Association assistant head, arrived in New York yesterday from Washington.

•

WILLIAM PINE and WILLIAM THOMAS left here for Hollywood last night.

•

ALBERT ARLIS, Argentine producer-director, is here from Buenos Aires for a few months' stay.

•

ROBERT STILLMAN, head of Stillman Productions, will leave here for the Coast today.

•

JOHN FISHER, M-G-M salesman in Dallas, has returned there from New York.

•

WILLIAM GADDONI, M-G-M Omaha branch manager, has returned to his headquarters after a brief visit here.

SPYROS P. SKOURAS, president of 20th Century-Fox, returned here from the Coast yesterday.

•

TIM WHELAN, producer-director, was guest director for his brother-in-law, EZRA STONE, on Wednesday's Danny Thomas TV show. STONE was in Philadelphia at the time guiding a play through its pre-Broadway run.

•

EDWARD L. HYMAN, vice-president of United Paramount Theatres, SIMON B. SIEGEL and ALBERT SICIGNANE have returned here from the Coast.

•

EARL EVANS, M-G-M Albany and Buffalo field representative, left for Florida yesterday to attend the funeral of his mother-in-law.

•

JACK GLENN, March of Time director and Eastern Screen Directors Guild executive, has returned here from Texas.

•

HARRY LEVINE, talent booker for United Paramount Theatres, is in Chicago from New York.

•

HERB CROOKER of M-G-M's publicity department, returned here yesterday from Philadelphia.

•

BEN KATZ, Universal Pictures Midwest field representative, has returned to Chicago from New York.

•

JEROME M. EVANS, Universal exploiteer, has returned here from Toledo.

•

J. CHEEVER COWDIN has left here for a three-week stay in Hollywood.

Grainger in Chicago For Republic Meet

CHICAGO, March 1.—James R. Grainger, Republic Pictures distribution vice-president, has arrived here from New York to preside over a sales meeting to be held Saturday and Sunday at the Blackstone Hotel. Branch managers attending will include A. H. Fischer, Chicago; Bernard Brager, Indianapolis; Jack G. Frackman, Milwaukee; J. E. Loeffler, Minneapolis; R. F. Withers, Kansas City; Harry Lefholtz, Omaha; Paul Webster, Des Moines, and Nat E. Steinberg, St. Louis.

Following the meeting, Grainger will go to San Francisco, and will then make stopovers in Los Angeles, Portland and Seattle prior to returning to New York in about three weeks.

Yates Opens New U.K. Headquarters

LONDON, March 1.—Sixty top newsmen here attended the reception tendered by Republic president Herbert J. Yates, in conjunction with the opening of Republic House, the company's new British distribution headquarters. Republic stars John Wayne and Forrest Tucker, in addition to Richard W. Altschuler, president of Republic International, also attended.

Warner's DeFazio, Sullivan Promoted

Peter DeFazio has been promoted by Warner Brothers from branch manager in Buffalo to branch manager in Washington, succeeding Fred Beiersdorf, resigned. At the same time, Warner distribution vice-president Ben Kalmenson announced the promotion of Matthew V. Sullivan, salesman in Buffalo, to Buffalo manager.

DeFazio joined Warner in 1931 as a salesman in Pittsburgh. After service in World War II he re-joined the company as Baltimore representative, becoming Buffalo manager in May, 1950. Sullivan was formerly with United Artists in Buffalo. He joined Warner in Buffalo in 1950.

Saville Expanding Independent Lineup

LONDON, March 1.—Victor Saville will remake his 1936 production, "Storm in a Tea Cup," based on the German play by Bruno Frank, for his independent production schedule, to follow his next, "Order of Release." United Artists originally released "Tea Cup," in the U. S.

Meanwhile, the producer-director is dickering with J. Arthur Rank for rights to the Stuart Cloete story, "Turning Wheels."

TV Research Cost RCA $50,000,000

SAN FRANCISCO, March 1.—More than $50,000,000 has been invested by RCA in television research and development, it was disclosed here by E. C. Anderson, RCA vice-president.

"Most of this outlay," Anderson said in an address before the Patent Law Association of San Francisco, "was made before a single dollar returned to anybody, including RCA."

With both black-and-white and color television, RCA's research costs were borne in the belief that television would become a "great new American art and industry," according to Anderson. He said through RCA's policy it is possible and practicable for any manufacturer to obtain most of the patent rights necessary for the production of virtually all kinds of radio and electronic equipment, and to do so on a fully competitive basis.

NY Variety Removal Decision Delayed

Definite action on the proposed move of Variety Tent No. 35 from its present quarters in the Hotel Astor to the Skouras Building was delayed at a crew meeting here, but the proposition is still under consideration.

Fred J. Schwartz, chief barker, and Edward Lachman, property master, have been elected delegates to the international convention in Philadelphia. Max A. Cohen, international canvasman, will also represent the local tent at the convention. Alternates are Ira Meinhardt and Max Wolff. Plans for a benefit show, slated for May 23 at Madison Square Garden, will be discussed later by Schwartz and representatives of AGVA, a joint sponsor.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
BETTE DAVIS
BARRY SULLIVAN
in
"Payment on Demand"
Distributed by RKO Radio Pictures
plus SPECTACULAR STAGE PRESENTATION

DICK POWELL
RHONDA FLEMING
in "Cry Danger"
PARAMOUNT TIMES SQUARE
IN PERSON
RUSS CASE AND HIS ORCHESTRA
EDDIE FISHER
The Five DeMARCO SISTERS
JAY LAWRENCE
Vic & Adio
Midnight Feature Nightly

10th record week!
BORN YESTERDAY
A Columbia Picture
Victoria Broadway at 46th Street

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Hallmark Sets 3 for 1951, 4 Next Year

Hallmark Productions will make four features next year as compared with three this year and two last year, Kroger Babb, company president, declared here yesterday. Babb has arrived here from his headquarters in Wilmington, Ohio, to attend the Broadway opening of his Cinecolor production, "The Prince of Peace," at the Criterion. The film, which is the story of the Life of Christ, will open on Good Friday, March 23.

Under a three-picture deal made with the Criterion, the house will also play "One Too Many" and "Secrets of Beauty."

Reporting on the Hollywood scene, Babb said there is now a "better feeling and outlook there than in three years."

The opening of "Secrets of Beauty" at the Criterion Aug. 27, has been sold out to the National Hair Dresser and Cosmetologists Association, which will hold a convention here.

Cockrill Head of Indianapolis Group

INDIANAOPLIS, March 1.—B. D. Cockrill, president of Denham Theatres, Denver, has been elected president of Greater Indianapolis Amusement Co. here, succeeding Ted R. Gamble, whose Gamble Enterprises this week sold its half interest in GIA's Indiana, Circle, Lyric and Keith to Denham. The other half interest is owned by Fourth Avenue Amusement Co. of Louisville.

Cockrill is president of the Colorado Association of Theatre Owners. He was president of the old Indiana Exhibitors Association from 1926-1936.

Alliance to Book for 3 Indiana Houses

INDIANAPOLIS, March 1.—Film exchanges here have been informed by Fred Dolle, president of the Fourth Avenue Amusement Co., Louisville, that the Alliance Circuit of Chicago will do the buying and booking for Fourth Avenue's three houses at Terre Haute, Ind., effective Thursday. This will give Alliance control of five downtown houses in Terre Haute. It now has the Orpheum and the Grand there, while Fourth Avenue operates the Wabash, Indiana and Liberty.

Daylight and Overnight
DC-6
Mainliner 300s
11½ HRS. ONESTOP to
LOS ANGELES
"the Hollywood"
Leaves at noon, arrives 8:30 pm
United's overnight flight to Los Angeles leaves at 9 pm; arrives the next morning.
UNITED AIR LINES

Review

"Up Front"

(Universal-International)

THAT YANKEE ABILITY to wring humor out of situations however extreme, is given a grand demonstration in "Up Front." The picture can best be characterized as a war drama with a hilarious sense of humor. Based on Bill Mauldin's cartoon strip characters, Joe and Willie, the picture frequently has the novel quality of an animated cartoon. The antics come off with rousing success. With so little space between wars these days, one might think audiences would be disinclined to laugh at war comedies. But such a contention comes to grief with "Up Front," as it did with "At War with the Army." At a sneak preview at a midtown New York theatre last week audiences responded with continuous hearty laughter.

There are no top-notch marquee names in the production but, regardless it looks like U-I has a sure fire money maker in "Up Front." David Wayne and Tom Ewell portray Joe and Willie, respectively, as two battle-wise infantrymen and inseparable buddies. After some humorous preliminary sketches, the screenplay, by Stanley Roberts, has Joe hit by enemy fire. Thinking his buddy dead, Willie is crestfallen. Also, his chances of self-preservation are lessened by the fact that he now has been teamed up with a raw recruit. It is happy news indeed for Willie when he learns that his buddy is alive in a Naples base hospital, and off Willie goes to Naples to bring him back to the front. In Naples the pair get entangled with the Military Police, blackmarkets and an assortment of troublesome situations. The whirlwind finale has droves of MP's in hot pursuit of the trouble-beset pair who are roaring back to the front in a truck laden with blackmarket supplies. Seeming disaster turns to glory for the boys when it develops that the blackmarket supplies are just what the hard-pressed front-line soldiers need. Also, the pursuing MP's make a welcome augmentation to the fighting men up front.

A bare outline of the story misses much of the picture's sentiment, parable, and humor. The grim account of the fighting is neatly interwoven with the comedy, all under Alexander Hall's direction. Others in the cast of Leonard Goldstein's production are Jeffrey Lynn, a combat captain, and Marina Berti, a pretty Italian girl.

Running time, 92 minutes. General audience classification. For April release.

MANDEL HERBSTMAN

Kranze Files for $28,450 Back Pay

Bernard G. Kranze, formerly Film Classics general sales manager, has filed suit for $28,450 in Federal Court here against Cinecolor, Inc., FC's parent company, claiming unpaid salary in that amount. A defense motion to dismiss the suit has been set for hearings on March 16.

Kranze, who became assistant general sales manager for Eagle Lion Classics following the merger of the two companies last summer, became FC general sales manager in 1948 at a salary of $800 per week for the first week, papers in the suit reveal. The pact called for an increase to $1,000 per week in the second and third years. Cinecolor took over FC's payroll and Kranze's claim for allegedly unpaid salary is directed against it. Kranze went to ELC at a weekly salary of $500, the papers state.

RKO Pathe Promotes Kleinerman, Adams

Isaac Kleinerman, veteran editor of RKO Pathe, has been promoted to assistant studio manager here, by Jay Bonafield, executive vice-president.

In addition, Clay Adams has been named manager of the RKO Pathe special service unit, with Dudley Hale to be his principal assistant; Edward R. Evans has been promoted to the post of television consultant, with Edward Tate as sales consultant.

Keegan to Buy for Cooperative Group

CINCINNATI, March 1.—Jack Keegan, formerly vice-president and general manager of Northio Theatres, Paramount affiliate, has been appointed manager of the Cooperative Theatre Service's local branch. He succeeds William Borack, Northio booker for several years under Keegan, before he resigned to go with Cooperative.

Bookers Club to Meet

The Motion Picture Bookers Club of New York will hold an open meeting here on Monday at the Hotel Taft, it was announced.

Phila. 'Fellowship' Cites Skouras, 20th

Philadelphia, March 1.—Spyros P. Skouras, president of 20th Century-Fox, tonight accepted an award honoring his company and himself for their efforts contributing to human relations and intergroup understanding, and for making such films as "Gentleman's Agreement," 'Pinky" and "No Way Out."

The citation was made at a "Salute to the Arts" dinner at the Bellevue-Stratford Hotel given by the Philadelphia Fellowship Committee.

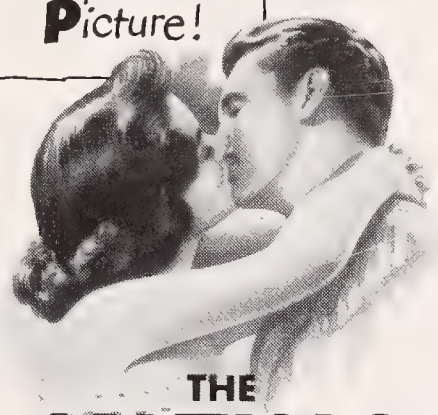
National Theatres to Aid Civil Defense

HOLLYWOOD, March 1.—The National Theatres Circuit will make its 450 theatres in 19 states, together with their staff personnel, fully available to civil defense authorities on local, state and national levels, president Charles P. Skouras announced today at the close of the company's annual headquarters conference. The meet was attended by 70 delegates headed by division presidents.

A resolution pledging civil defense cooperation reminded that that has been National Theatres' policy throughout the circuit's history. No other details of the closely-gaurded four-day deliberations, which had been scheduled to cover all phases of circuit operation, were disclosed. Delegates tonight attended a dinner here.

Very Important People ARE RAVING ABOUT

A Very Important Picture!



THE MATING SEASON

A Paramount Picture

"is a gem that will bend moviegoers into pretzel shapes!"
—Erskine Johnson

A Very Important Personality!



THELMA RITTER
as Mother of the Groom

"is a cinch to be nominated for an Academy Award!"
—Sheila Graham

Expect 'Freeze' Thaw Despite 'Walkout'

Washington, March 1.—Spokesmen for Hollywood producers and talent guilds said here today that they did not think labor's walkout on Wednesday from the government's mobilization agencies would delay action on their request for relief from the wage freeze. They said they still felt that an answer would come from the Wage Stabilization Board within the week.

Heineman-UA

(*Continued from page* 1)

tion in future profits. A similar arrangement reportedly was included in the deal by which Max E. Youngstein joined U. A. the first of this week as vice-president in charge of advertising-publicity.

Heineman replaces Gradwell L. Sears, who continues with the company for the term of his existing contract on a special assignment and advisory basis. An announcement is expected today from ELC of the appointment of Bernard Kranze as vice-president in charge of distribution, succeeding Heineman, and of Milton Cohen, ELC Eastern division manager, as sales manager succeeding Kranze.

Both Heineman and Youngstein previously were associated with Krim in the formation and development of Eagle Lion Films, of which Krim was president. Heineman entered the industry in 1918 as a booker for Pathe in Seattle. He held executive distribution posts in the West, rising to Western sales manager for Universal in 1938.

In 1941 he was named Universal's assistant general sales manager; he became sales manager of Samuel Goldwyn Productions in 1943, and was appointed vice-president and general sales manager of United World Films in 1946, and subsequently was named sales manager and a director of the J. Arthur Rank Organization here. Heineman joined Eagle Lion in 1948.

Carbon Output

(*Continued from page* 1)

said to be due to an embargo on shipments to the U. S. from the two main foreign sources, India and Brazil. India's embargo has been in effect since 1946, but the Brazil embargo is very recent. With an increasing demand for some of the elements used in atomic energy and other defense programs, processors of the sand are now compelled to fall back on domestic production. This, they estimate, will supply less than one-third of U. S. needs during the coming year.

One industry official said that unless some relief is forthcoming, there may have to be serious cutbacks—possibly 50 per cent or more—in the production of industry equipment using carbons.

Some attempt is under way to get Congress and the government's defense agencies alerted to the problem. One possible solution would be to require India to ship some monazite sand to the U. S. before it gets any of the emergency aid now being voted by Congress.

Skouras on Income Pool

(*Continued from page* 1)

not accepting pay as vice-president was because his actual services had been given at irregular intervals. His deposition indicated that he did not take compensation after becoming president last Oct. 1 because he did not feel that anything from that position should be paid into the income pool which he and his brothers, Spyros and Charles, maintained for their earnings within the industry.

End of Pool

He testified that the termination of the income pool last Jan. 1 was due to his own decision on becoming president of UATC. Skouras denied having heard anything at all from the Department of Justice prior to his decision to terminate the pool. He agreed yesterday to produce his contract as UATC president for Joseph Alioto, Goldwyn attorney. The contract is expected to show that Skouras was employed by UATC as president for a five-year period at $130,000 annually under an arrangement by which Metropolitan Playhouses pays $30,000, Skouras Theatres $25,000 and UATC $75,000. Also, the contract is believed to carry a provision which reduces the payment from UATC by 50 per cent in the event of losses by that circuit.

Skouras's deposition showed that it was in 1931, not 1937 as reported by MOTION PICTURE DAILY yesterday, that Atlantic circuit, of which he was a minority owner, abandoned plans to enter the neighborhood-run situation in Philadelphia. He said the instructions not to go into the territory came from within Paramount, which owned 75 per cent of Atlantic, and Skouras believed they had been issued because of the death of Sam Warner, out of concern for the surviving Warner brothers.

Alioto had been endeavoring to show that agreements existed among major theatre operating companies to divide the nation into exhibition territories. That allegation was made by the government in the Paramount case but was never proved in the 12 years of proceedings in that action.

Skouras denied he knew of any agreements between companies not to compete with each other in specific areas. However, he denounced a 1935 pooling of theatres in Hackensack, Jersey City and Elizabeth, with Warner's subsidiary, the Stanley Co. of America, as forced upon him when Metropolitan Playhouses was in 77-B reorganization proceedings. He said the whole "Broadway bunch" had ganged up against him at the time, naming Goldwyn as well as all of the major companies.

Weisman Objects

Milton Weisman, Skouras's attorney, objected to details of the Jersey pooling being given, asserting that it may be the subject of a suit, and their case should not be disclosed. Skouras testified that Joseph Bernhard, then head of Warner Theatres, and Don J. Cox acted for Stanley Co. in the pool. He said his theatres got the slough-off pictures and Warner the good ones, but the pool was renewed in 1943 and was not terminated until 1947, he added.

Skouras also said that a pool involving five of his theatres in Astoria, L. I., had been dictated by Loew's in 1936.

The deposition was given in Weisman's office and reporters were barred for the second day.

Alioto, who will leave here for the Coast today, said he hopes the $6,750,000 treble damage action against National Theatres, Fox West Coast and others, alleging discrimination in the booking of Goldwyn pictures, can go to trial this summer. He is scheduled to take the deposition of Spyros P. Skouras on March 20, either here or on the Coast, and that of Joseph M. Schenck in April. He said additional depositions will be taken of Charles P. Skouras and John Bertero next month.

Okays UPT

(*Continued from page* 1)

of theatres UPT may own under the terms of the original consent decree.

UPT was represented by George Gallantz of the New York law firm of Simpson, Thacher and Bartlett. Gallantz indicated UPT's acceptance of the amendment, and found himself joined with Marcus in defending the document against the attacks of Washington attorney Russell Hardy, former Department of Justice attorney, who spoke on behalf of St. Louis Amusement Co., Fanchon and Marco and a number of other Midwest and Far West circuits.

Hardy argued that "powerful" competition in film-buying would be created for his clients with UPT's takeover of the Interstate Circuit. Some of his clients had previously appeared in opposition to other phases of the Paramount case. Yesterday, Judges Hand, Goddard and Coxe signed the amendment after approximately one hour's argument.

20th-Fox Case

Marcus said following the hearing that he had not met here with 20th Century-Fox attorneys regarding a possible postponement of the March 5 deadline for the company to file its divorcement plan. He indicated, however, that he would remain in New York for a few days before returning to Washington. It was held likely, therefore, that he would confer today with Otto E. Koegel, 20th-Fox counsel. Asked if he would agree to a postponement of 30 days—understood to be the extra time being sought by 20th-Fox, Marcus said, "No comment."

Chicago Suits

(*Continued from page* 1)

its Family Outdoor Theatre in the Waukegan area.

Essaness Theatres was given until April 20 to answer charges brought against it in a $500,000 suit filed Dec. 19, 1950 by Emil Stern, ex-Essaness general manager. Stern claims he was "wrongly induced into selling 250 shares of Essaness capital stock for less than its true value."

The majors, B. and K. and Great States were given until March 30 to file briefs in the $150,000 anti-trust suit filed against them by the Starview Drive-in Theatre. Plaintiff says the defendants consipred to keep the drive-in from bidding for first-run product in the Elgin, Ill., area.

Towne Theatre Suit

An appeal in the $1,250,000 Towne Theatre of Milwaukee anti-trust case will be heard in the Circuit Court of Appeals on April 10. Towne won the case over a year ago after a lengthy court battle.

Early this week Balaban and Katz filed a notice of appeal from Judge Igoe's decision in the Jackson Park case, in which the court refused to modify the Jackson Park decree.

UA Releases

(*Continued from page* 1)

Boyer, April 27; "The Prowler," S. P. Eagle, producer, May 4, and "He Ran All the Way," starring John Garfield and Shelley Winters and produced by Bob Roberts, May 11.

Additional completed or near-completed product is being lined up by the company rapidly to fill out the release schedule until the delivery of product under new deals now being negotiated begins.

Warns Tax Would Destroy Theatres

BUFFALO, March 1.—The proposed local five per cent tax on admissions would be absolutely destructive of the theatre business, said Sidney B. Pfeiffer, attorney represeting the Theatre Owners Association of Buffalo at a hearing before the city council.

Pfeiffer said Buffalo theatres' most active competition comes from outdoor theatres outside the city and that if the additional tax is imposed in Buffalo it will "simply mean that patronage will be driven over the city-line to outdoor theatres."

12th Theatre for Capital Circuit

WASHINGTON, March 1.—District Theatres Corp. will take over operation of the Senator Theatre in Northeast Washington on March 13, District Theatres president Harry Freedman discloses.

The 950-seat Senator, operated by the Kogod-Burka group since its opening in 1941, is owned personally by Fred S. Kogod. District, which operates 11 other houses in Washington, all catering to Negro patrons, will run the Senator on the same basis.

Sopeg-Para. Issue

(*Continued from page* 1)

Yesterday, however, H-63's counsel filed with the board an objection to having to turn affidavits over to the "IA" local's jurisdictional rivals and contended at the same time that H-63 was informed originally by the NLRB that such a procedure was not to be followed pending the holding of an election among Paramount's employes. H-63 now is awaiting further instruction from the Board.

Mars Suit Is Dismissed

CHICAGO, March 1.—The $1,000,000 civil suit brought against M-G-M and Louis B. Mayer, by the Mars Music Co. of Chicago, was dismissed today in Federal Court, for want of prosecution. The plaintiffs, who failed to follow up their charges, had claimed the defendants infringed on song copyrights.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 69. NO. 43 NEW YORK, U. S. A., MONDAY, MARCH 5, 1951 TEN CENTS

Box-Office Take in '50 Off 6%: U.S.

Ticket Tax Receipts Total $355,679,176

WASHINGTON, March 4.—If U.S. Treasury Department tax collection figures are any gauge, box-office business last year was not quite six per cent below 1949.

Total general admission tax collections from Feb., 1950 through Jan., 1951, reflecting box-office take for the 12 months of last year, amounted to $355,679,176, compared with $377.911,424 for the 12 months of 1949, figures released by the Bureau of Internal Revenue reveal.

Exhibitor groups have frequently argued that the box-office drop is actually worse than the Treasury figures indicate, since these figures lump all general admission events together and do not take into account the in-

(*Continued on page 4*)

'U's' Release Plans Up at Coast Meet

Universal Pictures' top executives will start a series of meetings at the company's Coast studios on Wednesday to map releasing plans for the next several months. The meetings will continue for a week.

Attending from New York will be Alfred E. Daff, director of world sales; Charles J. Feldman, sales manager, and Maurice A. Bergman, home office executive. Daff and Feldman will arrive at the studio on Wednesday from San Francisco upon conclu-

(*Continued on page 4*)

$175,315 Salary To Yates in 1950

Herbert J. Yates, president, was the highest paid Republic executive last year, having received $175,315 in remuneration, it was reported here at the weekend supplementary to the company's recent financial statement which disclosed a net profit of $760.574 for 1950.

All officers and directors of Republic last year received remuneration totalling $407,854. Second highest paid officer was James R. Grainger,

(*Continued on page 4*)

$9,000,000 of $45,000,000 UPT Loan Used for Interstate Purchase

Of the $45,000,000 which United Paramount Theatres borrowed last December, $9,000,000 was used toward the company's purchase of its partners' half-interest in Interstate and Texas Consolidated theatres, it was revealed here at the weekend. Full purchase price was $12,500,000, according to unofficial reports.

Other portions of the loans, secured from Metropolitan Insurance Co. and three banks, were slated to pay off secured and unsecured indebtedness. However, it was indicated that additional theatre properties will be bought with some of the borrowed funds.

Charges Dipson Decision Is Contrary to Para. Ruling

WASHINGTON, March 4.—Federal Judge Knight's decision in the Dipson case is completely contrary to the U. S. Supreme Court's decisions in the Paramount New York and Jackson Park Chicago trust cases, attorneys for Dipson told the New York Circuit Court of Appeal at the weekend in appealing the Buffalo District Court's decision.

Kn'ght threw out the $4,500,000 suit brought by Dipson Theatres, Inc., against six major distributors and Buffalo Theatres, holding that Paramount and Loew's, in pooling their theatre interests in Buffalo and in favoring the pooled

(*Continued on page 4*)

UA Board, Officers, Formally Elected

Formal elections of United Artists' new board of directors and officers were held late last week. Announcement of the board membership, the first the company has had since last June, was not made immediately because of legal technicalities, a company official stated.

Basic corporate authority rests for the time being in the voting trustees named by the company earlier. They are: Arthur Krim, president; Mat-

(*Continued on page 4*)

Kranze Named Distribution Vice-President of ELC

Bernard G. Kranze has been appointed vice-president of Eagle Lion Classics in charge of national distribution, it was announced here on Friday by William C. MacMillen, Jr., ELC president.



Bernard Kranze

Kranze succeeds William J. Heineman, who joins United Artists as vice-president in charge of distribution today. Kranze had been general manager of ELC and, according to reports, Milton Cohen, Eastern division manager, will be appointed to that post today.

New ELC releases and product

(*Continued on page 4*)

Flynn, Fisher in Managerial Posts

Vincent Flynn, M-G-M salesman in the New York branch, has been named manager of the company's branch in Omaha, succeeding William Gaddoni who has been assigned to take over operations of the Kansas City branch. George L. Fisher of the Dallas office, will take over the Oklahoma City territory, replacing H. Russell Gaus, who has been promoted to manager of the Atlanta branch.

Al L. Adlor, who has been handling the Kansas City branch for the past several years, was relieved of the full responsibility of the office at his doctor's request. He will continue there as assistant to Gaddoni. In Atlanta, Gaus succeeds Ansley B. Padgett, who resigned to enter exhibition in the South.

RCA Cuts Cost Of Theatre TV to $15,800

Full - Scale Production Will Continue: Kreuzer

CAMDEN, N. J., March 4.—Radio Corporation of America will proceed with full-scale production of its present theatre television equipment and the price of its Model PT-100 has been reduced to $15,800, Barton Kreuzer, general product manager of the RCA engineering products department said in a statement issued here on Friday.

(The reduction is from a previous cost of $25,000, it is understood, and represents nearly as much as the cut in price reportedly sought by a group of exhibitors in return for an order for 200 sets.)

"This system has been proven by the reports of exhibitors on box-office results," Kreuzer said, "and by the enthusiastic and unanimous approval

(*Continued on page 4*)

Skouras Deposition Hits Bidding

Competitive bidding has the unqualified disapproval of George Skouras, the theatre executive revealed in his deposition taken here last week in the Samuel Goldwyn action against National Theatres, Fox West Coast and others.

Asked by Joseph Alioto, Goldwyn's attorney, about United Artists Theatre Circuit participation in bidding, Skouras took pains to make it clear that in most instances exhibitors engage in bidding only when compelled

(*Continued on page 4*)

Industry Committee To Aid Charities

Formation of the motion pictures committee of the Cardinal's Committee of the Laiety for the 32nd annual Catholic Charities fund-raising drive of the Archdiocese of New York which has as its 1951 goal the sum of $2,376,196, was announced here at the weekend by John J. O'Connor of Universal Pictures, chairman, and Bert Sanford of ABC Vending Corp., vice-chairman.

The committee includes Frank J.

(*Continued on page 2*)

Personal Mention

ADOLPH ZUKOR, chairman of the Paramount board, and MRS. ZUKOR, are to leave here today for Hollywood for a two months' stay.

•

LOUISE WEYHRAUCH, formerly secretary to MAX E. YOUNGSTEIN at Paramount, will rejoin YOUNGSTEIN today as his secretary in the latter's new post as United Artists advertising-publicity vice-president. MISS WEYHRAUCH celebrated a birthday on Saturday.

•

JOHN DAVIS, managing director of J. Arthur Rank companies in Britain, is scheduled to return here Wednesday from San Francisco and will visit Canada before leaving for London.

•

A. J. O'KEEFE, former Universal assistant general sales manager, will leave here today for a three-week business-and-vacation trip to the Coast.

•

P. T. DANA, Universal Eastern sales manager, left here at the weekend for Cincinnati, Canada and Gloversville.

•

MAURICE BERGMAN, public relations executive for Universal, is expected back at his office today after recovering from virus pneumonia.

•

JOHN J. BOWEN, Metropolitan New York district manager for M-G-M, is slated to return here today following a Miami vacation.

•

DAVID A. LIPTON, Universal vice-president in charge of advertising-publicity, left here over the weekend for the Coast.

•

STIRLING SILLIPHANT, promotion manager for 20th Century-Fox, left New York for the Coast over the weekend.

Skouras, Schwartz, Mayer Talk Compo

Spyros P. Skouras, president of 20th Century-Fox, Fred J. Schwartz, head of Century Theatres, and Arthur Mayer, executive vice-president of the Council of Motion Picture Organizations, conferred here Friday at COMPO headquarters on plans to implement COMPO's proposed campaign to increase business at boxoffices, it is understood.

Drive-in Owners To Map Tax Fight

COLUMBUS, O., March 4.—A program for the defeat of two state admission tax bills will be launched at a meeting at the Deshler Hotel here Tuesday of the Ohio Drive-in Theatres Association. Also on the agenda is a discussion of an outdoor advertising program to be given by Jack Braunagel of Commonwealth Theatres. Frank Nolan, president of the drive-in group, will preside.

30 Per Cent First Feature Quota Said Recommended By British Films Council

London, March 4.—The Films Council recommended a first feature quota of 30 per cent for the year beginning Oct. 1, following an all-day meeting here Friday, it is authoritatively reported.

A quota of 25 per cent was recommended for supporting films, it was also reported. The quotas are the same as those now in effect.

Official information was refused by the Board of Trade, which claimed that the Films Council's recommendations must first be considered by Harold Wilson, BOT president, before an announcement can be made.

The Council considered suggestions made for possible amendments of the Quota Act but postponed action on them until meetings scheduled for March 8 and 13, respectively.

British Laboratory Problem Serious

LONDON, March 4.—Britain's shortage of sulphur and by-products essential to film laboratories was the subject of debate in the House of Commons Friday, with Harold Wilson, president of the Board of Trade, giving assurances that United States authorities are being most helpful. Wilson omitted mention of the film business among the large British industries hit by the cuts in American sulphur allocations to Britain.

Film laboratories here are still hopeful of being able to carry on for another six months. An ultimate resort would be to ask American laboratories to process prints there for the British industry to prevent its being shut down.

ELC Executives Fete Heineman

Eagle Lion Classic executives and friends feted William C. Heineman, new United Artists distribution vice-president, at Toots Shor's here Friday evening. In addition to a gift, a 10 gallon hat was presented to Heineman by Maxie Rosenbloom.

Among those present were William C. MacMillen, Jr., Bernard G. Kranze, Milton Cohen, Sam Seidelman, Howard LeSieur, Joe Sugar, David Melamed, Jack Schlaifer, Charles Amory, Bernie Kamber, Ted Lazarus, Lige Brien, Winston Frost, Jack Bellman, George Waldman, Eugene Arnstein, James King, Bob Hadley, Phil Cowan, Dave Wiener, Joe Goltz, Lou Brager, Andy Albeck, Mike Hoffay, Ted Hodes, Frank Heffernan, Murray Kaplan, Robert Augenblich, Ray Sholz, Frank Walcott, John McKenna and Leo Brody.

WB's 'Raton' Premier In N.M. Tomorrow

Plans for extensive radio coverage of Warner's "Raton Pass," which opens in Albuquerque, N. M., tomorrow have been completed.

In addition to coverage over station KOB, a mobile broadcasting unit of station KOAT will cover ceremonies greeting the arrival of the film's stars, Dennis Morgan, Steve Cochran and Dorothy Hart at the Sante Fe railroad station. Another special premiere also to be ushered in with a series of events, will take place on Wednesday at the El Raton Theatre at Raton, N. M.

Schlaifer Reported Joining U.A. Sales

L. J. Schlaifer, veteran distribution executive, reportedly will join United Artists in a supervisory sales capacity under W. J. Heineman, vice-president in charge of distribution. Schlaifer held executive sales post with U. A. previously and was assistant to Heineman and general sales manager under him at Eagle Lion.

Schlaifer is now head of Jack Schlaifer Associates.

To Aid Charities

(*Continued from page* 1)

Alford, Motion Picture Export Association; John W. and Charles A. Alicoate, *Film Daily;* E. C. Grainger and William E. Barry, Jamestown Amusement Co.; Harry Buckley; Frank E. Cahill, Jr., Warner Theatres; Patrick Casey; T. J. Connors; Frank C. Walker and William Cronin, Comerford Theatres; Russell V. Downing and J. F. Dailey, Radio City Music Hall; Spyros P. Skouras, A. W. Smith and F. Carroll, 20th Century-Fox; S. H. Fabian and Joseph Eagan, Fabian Theatres; James M. Franey, United World Films; James R. Grainger, Joseph E. McMahon and William P. Murphy, Republic Pictures; W. J. Heineman, United Artists; W. J. Higgins, Prudential Playhouses; Al Hovell and J. M. Geoghan, Century Theatres; William W. Howard and Thomas F. O'Connor, RKO Theatres.

Also, Martin Quigley, Quigley Publications; Sherwin Kane, MOTION PICTURE DAILY; Austin C. Keough and E. K. O'Shea, Paramount; T. J. Martin, Warner Brothers; Joseph A. McConville and John Kane, Columbia; Phil Reisman, E. J. Smith, Jr., and William J. McShea, RKO Pictures; Herman Robbins and Paul C. Mooney, Sr., National Screen; Peter J. Mooney, Audio Productions; L. D. Netter, Jr., Altec Service Corp.; Paul E. O'Brien, O'Brien, Driscoll, Raftery and Lawler; John Murphy, Loew's; William F. Rodgers and Charles M. Reagan, M-G-M; Robert H. O'Brien, United Paramount Theatres; Joyce O'Hara, Motion Picture Association of America; Charles L. O'Reilly, ABC Vending Corp.; George Skouras and William White, Skouras Theatres; Gael Sullivan, Theatre Owners of America; C. J. Scollard; George J. Schaefer; Nick Tronolone, Pathe Laboratories, and Richard F. Walsh, IATSE.

Newsreel Parade

ACTION in Korea and a Paris electrical exhibit are highlighted in the current newsreels. Other items include Gen. Marshall swearing in defense workers, and sports subjects. Complete contents follow:

MOVIETONE NEWS, No. 19—UN forces smash Korean Reds. Pope appeals for help to aid war orphans. Bob Hope presents *Look Magazine* awards. Motorcycle race at Daytona Beach. Porpoise does tricks. Golden Gloves.

NEWS OF THE DAY, No. 253—Lt. Gen. Ridgway sees rugged action in Korea. Gen. Marshall rallies civil defense workers. Paris electrical exhibit. Polar bear triplets. Golden Gloves. Baseball. Motorcycle race. Trained porpoise.

PARAMOUNT NEWS, No. 56—Swiss troops on alert in the Alps. Paratroopers greeted by President Truman. Gen Marshall swears in defense workers. Chile host to UN delegates. Paris: home-making marvels. Korea report. Motorcycle classic.

TELENEWS DIGEST, No. 9-B—Washington: Debate on troops to Europe. Influenza spreads. Korea report. Recover boy's body from deep well. Airlift to Israel. German acrobats put on show in Italy. Sports: basketball.

UNIVERSAL NEWS, No. 435—Paris fashions. Gen. Marshall and civilian defense. French electrical exhibit. Trained porpoise. Citrus fiesta in Cloverland, Cal. Sports: motorcycle classic, Golden Gloves.

WARNER PATHE NEWS, No. 58—UN forces pound Reds in Korea. Gen. Marshall swears in civil defense workers. Labor quits all defense agencies. UN unit meets in Chile. Distribute atomic dog-tags. Motorcycle race. Golden Gloves.

Titus at Republic Meet in Pittsburgh

PITTSBURGH, March 4.—Republic division manager Walter L. Titus, Jr., will be here tomorrow for a sales meeting to be held at the William Penn Hotel. Titus is accompanied by New England division manager John P. Curtin.

Branch managers attending will include I. T. Sweeney, Pittsburgh; I. H. Pollard, Cleveland; George H. Kirby, Cincinnati, and Sam Seplowin, Detroit. Following the meeting Titus will proceed to Memphis, Oklahoma City, Dallas, New Orleans and Charlotte, prior to his return to New York, Curtin will visit Cleveland and Detroit.

Services Held for Segal of Columbia

Funeral services for Jacob Segal, 56, vice-president and treasurer of Columbia Pictures International Corp., were held here yesterday at Riverside Memorial Chapel. He died on Friday at his apartment in the Sherry Netherlands Hotel.

Segal, whose office was in London, became ill several months ago, and came to New York with his wife, Shirley, who survives.

Ray Brown Services

CLEVELAND, March 4. — Funeral services for Ray Brown, Sr., Warner Southern Ohio district manager, who died suddenly in Lima, O., will be held tomorrow in Springfield, O., where he made his home.

Surviving are the widow, a daughter and a son, Ray, Jr., manager of the State Theatre, Cuyahoga Falls.

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NATIONAL *Screen* SERVICE
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Dipson

(*Continued from page* 1)

theatres in distributing their films, were not monopolizing or restraining trade, nor were the other distributors in favoring the Loew's-Paramount theatres. He said that each distributor had individually decided it would be to their business advantage to prevent such competition.

In appealing the case, Dipson revealed it was drastically cutting down the amount of damages sought, dropping claims for over $4,500,000. As it now stands, Dipson seeks only $170,000 damages, trebled to $510,000, for injury claimed to the Century and Bailey theatres while Dipson actually operated them. It has dropped the $4,500,000 trebled damages originally sought for the loss of the leases on the Century and Riviera and another $75,000 claimed for injury to the Ridge Theatre in Lackawanna.

The Dipson brief, prepared in large part by former Justice Department trust attorney Robert L. Wright, said that Knight's conclusions as to the legality of the distributors' conduct "are the exact opposite of those reached in the Paramount case. The Buffalo pool was there dissolved and the conduct found legal here was enjoined there." It also argued that Knight's finding that Dipson had not been damaged because the amount was speculative "were in conflict with the Jackson Park case."

Dipson has asked the Appeals Court to hold that Knight was wrong in making three basic holdings: That two major film distributors can exclude all theatres in a city other than those in which they have a joint interest from licensing their films for first and second-run exhibition; that other major distributors can lawfully give all of their product to the theatres owned by the two majors; and that a theatre operator who sustains injury by not being able to get profitable films cannot recover damages unless he can prove exactly the amount of his loss.

'Republic Week' for Yates in Britain

LONDON, March 4. — Herbert J. Yates, president of Republic Pictures, who came here a week ago from New York to preside at the opening of Republic House, new United Kingdom headquarters for the company, has concluded a week of activities at which he was at one time or another the host or honor guest, during "Republic Week" in the trade.

On Tuesday, Yates gave a luncheon to David Jack Goodlatte and C. J. Latta of the ABC circuit, attended by Richard Altschuler, president of Republic International, New York.

Republic Salaries

(*Continued from page* 1)

executive vice-president, who received $78,315. Edward L. Walton, vice-president, received $28,950, it was reported.

Yates' salary included $100,000 accrued remuneration for the fiscal year, ended Oct. 28, in accordance with an employment agreement dated March 1, 1946. That agreement was renewed last Oct. 19 for a five-year period.

Review

"Inside Straight"

(*Metro-Goldwyn-Mayer*)

THE adventures of a young man, determined to win a fortune for himself, are told in a dramatic and engrossing picture in "Inside Straight." With San Francisco in the latter part of the last century as the setting, the picture has good atmosphere, action and intensity, giving it a reliable commercial standing.

David Brian heads an able cast that includes Arlene Dahl, Barry Sullivan, Mercedes McCambridge, Paula Raymond, Claude Jarman, Jr. and Lon Chaney. A bitter childhood experience burns into Brian's consciousness the power of money and so he sets out for power. One of his first steps along the upward climb is to shrewdly get possession of a hotel run by Miss McCambridge. Ruthless in his methods, Brian advances, steadily, plays the stock market cunningly, and in time achieves his riches. In the meantime he marries pretty Miss Dahl, who also is ruthlessly ambitious. After presenting him with a son, she gets a divorce when she finds him with another woman. Miss Dahl also makes the divorce a lucrative adventure for herself. Brian next marries Miss Raymond, the nurse of his son. Fortunes rise and fall for Brian, but somehow he is never really happy, and when Miss Raymond dies in childbirth, his native gloom deepens.

The entire story is told in flashback at a moment when the city is stirred because of an impending failure of a bank run by Miss McCambridge. Little anecdotes are told by four persons in an effort to illuminate Brian's personality. Brian decides to gamble his fortune with Miss McCambridge for possession of the bank. There is a showdown hand of poker and Miss McCambridge wins. Brian never reveals his hand, leaving one to wonder whether he just allowed her to win.

Chaney portrays a lifelong buddy of Brian's while Sullivan is a sometimes-friendly, sometimes-hostile friend. Jarman plays Brian in his youth. Richard Goldstone produced and Gerald Mayer directed, from the screenplay by Guy Trosper.

Running time, 89 minutes. Adult audience classification. Release date, March 16.

MANDEL HERBSTMAN

UA Board Elected

(*Continued from page* 1)

thew Fox, member of the new management group; Seymour Peyser, attorney for the new management group; Mary Pickford, and Loyd Wright, attorney for Charles Chaplin.

It is believed that the five voting trustees, plus three additional nominees of the management group and two of the stockholders, constitute the new board. William Heineman and Max E. Youngstein were elected vice-presidents and members of the board for the management group.

Daniels in UA Pittsburgh Post

Matthew Daniels has been named office manager of the United Artists Pittsburgh exchange, effective today, by Nat Nathanson, eastern Canadian sales manager. Daniels, who was promoted from UA's home office playdate department, replaces J. Patterson, resigned.

'U's' Release Plans

(*Continued from page* 1)

sion of the company's third and final regional sales meeting at the Hotel Mark Hopkins, attened by John Davis, general manager of the J. Arthur Rank film interests.

Leo Spitz, executive head of production; William Goetz, in charge of production; Edward Muhl, vice-president and general manager of the studio, and David A. Lipton, vice-president in charge of advertising-publicity, will participate in the meetings from the studio. Lipton left New York for the Hollywood meetings over the weekend after conferences with home office executives on promotion plans on forthcoming U-I releases.

Promote 20th's Lebworth

M. J. Lebworth, formerly of the 20th Century-Fox home office exploitation staff, has been promoted to exploitation representative for the company's Empire State division.

Skouras Deposition

(*Continued from page* 1)

to do so by an individual distributor's sales policy. He was particularly opposed to the distribution practice of keeping successful bids secret.

Skouras said that UATC houses have on numerous occasions lost pictures in bidding to independent competitors, as well as to Fox West Coast theatres and others. In reply to questions he said he had been told of such instances by a UATC film buyer and had counselled the official that if he wanted the picture and expected to gross that much he should have bid higher.

The UATC president denied ever having discussed film terms or buying policies for Goldwyn or other pictures with his brother, Charles Skouras, or with any other defendant in the case, among whom are Michael Naify, R. A. McNeil and Roy Cooper. Asked if he had ever discussed with Charles a product allocation between UATC and Fox West Coast houses, George Skouras termed the question silly, pointing out they were bidding against each other.

Box-Office Take

(*Continued from page* 1)

crease in the number of theatres or in theatre costs.

General admission tax collections for Jan. 1951, reflecting business in Dec., 1950, totaled $26,865,033, slightly below the $27,909,723 reported in Jan., 1950, the Bureau also announced. Exhibitors have contended that the upturn in theatre business did not really get under way until early this year.

The general admission figures include collections on admissions to sporting events, concerts and other entertainments, as well as to theatres, but do not include taxes on night club and roof garden bills nor on various seat leases, broker fees or overcharges. Total admission tax collections in Jan. 1951 were $30,287,977.

Sportcaster Stern Gets Award Scroll

Bill Stern, chosen best radio sports announcer in *Motion Picture Daily's* 1950 poll of radio editors, was presented with a scroll Friday night on his program, "The Colgate Sports Newsreel," over NBC.

Stern has placed first in the publication's poll ever since 1940, the year the category was inaugurated. He is the only artist in any category to win each year since then.

RCA Theatre TV

(*Continued from page* 1)

of theatre-goers wherever it has been used.

"Moreover, it is on the market and available for installation right now. It is being offered by independent RCA theatre supply dealers in all television areas in the U. S., and the standardized picture tube and other electron tubes and components it employs are also readily available at this time."

Kreuzer mentioned that the equipment is so designed that a minor adjustment will permit operation with higher picture definition if standards permitting such definition should be adopted for closed circuit theatre television.

"RCA is continuing research in theatre television, looking toward future improvements as new knowledge of electronics and optics becomes applicable," he said.

Kreuzer said that the RCA equipment is in use in theatres in New York, Boston, Chicago, Los Angeles and a number of smaller cities and pointed to the recent closed-circuit telecast of a basketball game from Washington to Albany's Fabian Palace Theatre and the "Big 10" exclusive football theatre telecasts as examples of box-office success with the equipment.

He added that through the use of an RCA Model PT-100 in NBC's Center Theatre in New York, "about 10,000 New Yorkers each week are being introduced to theatre television."

Kranze-ELC

(*Continued from page* 1)

sources will be announced by Kranze today at his first trade press conference in his new capacity as head of distribution. ELC described him as one of the youngest men ever to hold the top executive sales post of a major company. Kranze is 50 years old. He has been in the industry 30 years, having been associated with Paramount's Astoria Studios on Long Island in 1921. He later joined the same company's sales force at the New York exchange.

Kranze joined RKO in 1930 as a salesman, becoming Albany branch manager in 1937, and Cleveland branch manager in 1941. In 1944 he was appointed Eastern Central district manager for RKO. He joined United World Picture in 1946 as Eastern division manager, later becoming assistant general sales manager for J. Arthur Rank here. In 1948 he was appointed vice-president in charge of sales of Film Classics and with its merger with Eagle Lion last year became general sales manager of ELC.

TODAY'S NEWS TODAY

MOTION PICTURE DAILY

AIR MAIL EDITION

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Special Sales Unit for ELC Foreign Films

Will Resemble Prestige; Kranze Sets 13 Releases

A new "art" films sales unit will be established shortly by Eagle Lion Classics to handle certain of the company's imports from England, France, Italy and other European countries, Bernard G. Kranze, newly-named ELC distribution vice-president, said yesterday.

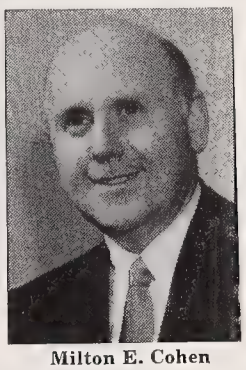
Kranze reported at the same time that 13 pictures have been slated for ELC release generally during the next three months.

Indicating that the new "art" films division will be patterned somewhat after the Prestige Pictures set-up which was discontinued some time ago by Universal, Kranze said that many foreign-made pictures "need special concentration and handling—men who sell regular motion pictures can't do

(Continued on page 7)

Cohen Named ELC General Sales Mgr.

Milton E. Cohen yesterday was promoted from Eagle Lion Classics Eastern sales manager to general sales manager succeeding Bernard G. Kranze who last Friday was named distribution vice-president.



Milton E. Cohen

Kranze said a new Eastern sales manager will be selected from within the company at an early date. It is expected that Kranze, who has succeeded William J. Heineman as distribution chief, will replace Heineman on

(Continued on page 7)

U. S. - Italian Pact Expected by Canty

Confidence that a "formula will be worked out for a long term agreement" between the Italian and American industries was expressed here yesterday by George Canty, Motion Picture Association of America rep-

(Continued on page 7)

Producers Rallying to UA, Heineman Tells Salesmen

Leading independent producers are rallying to the support of the new United Artists, making it possible for the company to complete an augmented release schedule this week for the next 90-day period, William J. Heineman, U. A. vice-president in charge of distribution, informed the company's sales force on taking over his new post yesterday.

In wires sent to U. A. branch personnel throughout the country Heineman expressed enthusiasm for the company's prospects under Arthur Krim, its new president, and his associates. He paid his respects to Gradwell L. Sears, former head of U. A. distribution, saying he is "grateful for the privilege of being able to utilize his (Sears') great ability and experience."

"In my opinion, no company in the

(Continued on page 7)

See New NPA Unit Aiding Industry

WASHINGTON, March 5.—With the appointment of a full-time director today, a division of the National Production Authority that might bring considerable help to some industry firms is expected to really start functioning.

The division is the Office of Civilian Requirements. It is charged with acting as the claimant in the government, before NPA and other agencies concerned with priorities and allocations, for materials needed to assure goods and services essential to the civilian economy.

For example, if a new theatre is

(Continued on page 7)

$70,000 for 'Storm Warning' Tops N.Y. First-Run Grosses

Blustery March weather, with snow and rain on Saturday and Sunday, depressed business somewhat at Broadway first-runs last week but grosses held up rather well, considering the adverse elements.

"Storm Warning" had a splendid opening at the Strand despite the weather, with $34,000 reported for the three days beginning Friday. The week's gross is expected to total over $70,000, the best first week there in

(Continued on page 7)

MGM to Release 18 in 5 Months, 8 in Technicolor

Eighteen pictures for the five months beginning March 9 will be released by M-G-M, it was announced here yesterday by William F. Rodgers, sales vice-president. Of the 18, eight will be in Technicolor. The schedule follows:

For March: "Three Guys Named Mike," starring Jane Wyman, Van Johnson, Howard Keel and Barry Sullivan, followed by "Inside Straight," to feature David Brian, Barry Sulli-

(Continued on page 2)

Meet on Coast Next Week For Compo Seminar Plans

Planning for industry seminars to be held under the auspices of the Council of Motion Picture Organizations will get underway on the Coast next week, it was indicated here yesterday by Gael Sullivan, chairman of the COMPO seminar committee.

Sullivan who, as executive director of Theatre Owners of America, will attend the March 9-11 meeting of the Southern California Theatre Owners Association, said he will take advantage of that Coast visit to confer with Art Arthur, executive secretary of the Motion Picture Industry Council, as well as studio heads and officers of the local Variety Club on a possible date

(Continued on page 7)

Would End Missouri Censorship Board

Kansas City, March 5. — A bill to end the state film censor board on the ground it is unnecessary has been introduced in the legislature by the ways and means committee.

A spokesman said the motion picture industry now is policing itself better and there is no longer any need for state censorship.

Contract Date Stalls Studio Labor Peace

Balk at Date Change in Wage Reopening Clause

HOLLYWOOD, March 5.—Unless management and labor can reach a compromise date for reopening contracts for wage revisions the offer by major studios of a 10-cent-an-hour wage increase will continue to be rejected by IATSE locals, Roy Brewer, 'IA' international representative, said here today.

The studios in making their offer last Tuesday had stipulated that the unions must agree to postpone the present reopening date, Oct., 1951, to Oct., 1953. Union officials thus far have contended that the price future is too uncertain at this time to warrant a two-year extension.

This point, which was the chief stumbling block at last Tuesday's

(Continued on page 7)

NEWS FLASHES

An extension until April 1 was granted yesterday for 20th Century-Fox to file its divorcement plan. Both 20th-Fox and the Department of Justice expressed hope that a consent decree would be reached before the expiration of the extension. Also extended until April 1 was final dissolution of 20th-Fox's interest in Golden State Theatres, originally scheduled to be completed by March 15.

•

Universal has retired 1,400 shares, or $140,000 worth of its 4¼ per cent cumulative preferred stock which had been allocated to "U's" sinking fund. This reduces to 93,200 the number of preferred shares of authorized capital stock.

RKO's Reisman Sales Drive Begins

The 1951 sales drive of the foreign division of RKO Pictures, honoring Phil Reisman, vice-president in charge of foreign distribution, will start worldwide this week and run to June 2.

Captains are the supervisors of the five divisions: Joseph Bellfort, Europe; Robert S. Wolff, United Kingdom; Michael Havas, Latin-America; Ralph Doyle, Australia and Leon Britton, Far East. Jack Kennedy is drive coordinator.

Robert K. Hawkinson, assistant foreign manager, is chairman of the home office drive committee which includes: Beverly Lion, Ned Clarke, Jack Kennedy, Harry Ehrreich, Rutgers Neilson, Arthur Herskovitz, Mel Danheiser and Alfred Stern.

'Miracle' Appeal to Be Heard March 12

ALBANY, N. Y., March 5.—The Appelate Division will hear arguments on March 12 to review the action of the Board of Regents cancelling the license for "The Miracle" on the grounds that it is "sacrilegious."

The clerk of the court, John S. Herrick, said that Samuel E. Arnowitz, attorney for Joseph Burstyn, Inc., has asked the court to view the film in Warner's screening room.

MGM Releases

(*Continued from page* 1)

van, Arlene Dahl, Mercedes McCambridge and Monica Lewis, and "Royal Wedding," co-starring Fred Astaire, Jane Powell and Peter Lawford, with Sarah Churchill.

For April: "Father's Little Dividend," starring Spencer Tracy, Elizabeth Taylor and Joan Bennett, followed by "Soldiers Three," with Stewart Granger, Walter Pidgeon and David Niven, and "The Great Caruso," starring Mario Lanza and Ann Blyth.

For May: "The Painted Hills," in Technicolor, starring Lassie, with Paul Kelly, Bruce Cowling and Gary Gray; "The Headline Story," starring Donald Crisp, Jeffrey Lynn and Marjorie Reynolds; followed by "Pandora and the Flying Dutchman," also in Technicolor and co-starring Ava Gardner and James Mason, and "Go For Broke," produced by Dore Schary and starring Van Johnson.

For June: "People in Love," with Ray Milland, John Hodiak, Nancy Davis and Jean Hagen; "Mr. Imperium," in Technicolor, co-starring Lana Turner and Ezio Pinza; "Calling Bulldog Drummond," starring Walter Pidgeon with Margaret Leighton, and "Excuse My Dust," in Technicolor, starring Red Skelton, with Sally Forrest, Monica Lewis and McDonald Carey.

For July: "Kind Lady," starring Ethel Barymore, with Maurice Evans; "An American in Paris," starring Gene Kelly with Leslie Caron and Georges Guetary, in Technicolor; "Love Is Better Than Ever," co-starring Elizabeth Taylor and Larry Parks, "Show Boat," in Technicolor, with Kathryn Grayson, Howard Keel, Ava Gardner, and Joe E. Brown.

Personal Mention

SAM SEIDELMAN, head of Eagle Lion Classics' foreign sales, is due to leave here this week for Mexico City.

•

JOSEPH STEINER, managing director of Walter Reade's Park Avenue Theater, New York, and DOROTHY WARING, playwright and television producer, will be married today by JUDGE MERVIN HERZFELD in Union City, N. J.

•

IRVING BLUMBERG of Warner Theatres' Philadelphia publicity staff, and JULES FIELDS, Robert Stillman representative, were recent guest lecturers at the School of Journalism of the University of Pennsylvania.

•

LAURA KOVSCH, secretary to Universal-International's Cleveland branch manager, has been promoted to secretary to district manager PETER ROSIAN. JEAN FALK has been named the branch manager's secretary.

•

SYLVIA LANGER, secretary to HYAMS GREEN of the Little Cinemet Theatre and Globe Film Distributors, New York, was married Sunday to HAROLD LEAND, formerly manager of the City Theatre here.

•

DAVID A. BABCOCK, superintendent of the emulsion coating department at Eastman Kodak's Rochester plant, retired recently after completing some 45 years of service.

•

TED ROUTSON, press director for the Hippodrome, Town and Little theatres, Baltimore, is confined to his home because of illness.

•

LEONARD BERCH, Atlanta's branch manager of United World Films, will leave there for New York on March 14.

•

N. A. TAYLOR, president and managing director of International Film Distributors, Ltd., has returned to Toronto from New York.

•

RUDOLPH MATE, director, has arrived here from the Coast en route to France.

•

PHIL LAUFER, Universal special exploitation representative, has returned to New York from Indianapolis.

JULES LAPIDUS, Warner's Eastern and Canadian division sales manager, left here last night for Buffalo and Albany.

•

IRVING LESSER and SEYMOUR POE, representing Sol Lesser Productions, have returned to New York following visits to RKO Pictures branches in the Midwest and South, respectively.

•

HOWARD G. BURKHARDT, manager of Loew's Midland, Kansas City, has been elected vice-president of the Jackson County Chapter of the National Foundation for Infantile Paralysis.

•

WILLIAM CONNCERS, general manager for Hamrick Theaters of the Northwest, visited FRED C. QUIMBY, at the M-G-M Coast studio, from Portland, Ore., recently.

•

ROY O. DISNEY, Walt Disney Productions president, has been awarded Mexico's Aztec Eagle decoration. He is due in New York shortly from the Coast for a two-week stay.

•

BEAUMONT NEWHALL, curator of George Eastman House, Rochester, N. Y., was the recipient of the service medal of the Photographic Society of America for 1951.

•

SID KRAMER, RKO Pictures short subjects sales manager, returned to New York yesterday from a tour of company exchanges in Eastern Canada.

•

DON MCELWAINE of M-G-M's studio publicity department, has arrived on the Coast from a tour of the Midwest.

•

ABE BERNSTEIN, M-G-M Cleveland press representative, was in New York yesterday on business.

•

J. J. COHN, M-G-M's studio executive, returned to the Coast yesterday from Baltimore.

•

ROBERT LAMB, Paramount salesman in Detroit, will leave for duty with the U. S. Navy tomorrow.

•

JERRY FAIRBANKS, producer, is in New York from Hollywood.

Peyser, Sears Are New U.A. Officers

New United Artists officers, in addition to those reported here yesterday, include the following, Arthur B. Krim, president, announced:

Seymour Peyser, vice-president and general counsel, and Seward I. Benjamin, secretary. Gradwell L. Sears was reelected a vice-president, and H. J. Miller was reelected treasurer. Loyd Wright and Muller were named assistant secretaries and Benjamin and H. A. Weimer were named assistant treasurers. Previously announced were W. J. Heineman and Max E. Youngstein, vice-presidents.

Benjamin is a brother of Robert Benjamin who, with Krim and Matthew Fox, comprise the new UA management control group.

Fisher Is Named District Manager

CHICAGO, March 5.—A. H. Fisher, Chicago branch manager of Republic Pictures was promoted to Chicago district manager at the company's sales meeting held this weekend at the Blackstone Hotel. James R. Grainger, Republic distribution vice-president, presided at the meeting.

Gilliam in Schine Post

CLEVELAND, March 5. — George (Bud) Gilliam, resigning from the local Warner theatre department after 15 years with the company, to join Schine as booking manager in Cincinnati, will be honor guest at a dinner on Thursday in the Theatrical Grill here.

Theatre Landmark In Boston Passes

Boston, March 5.—The old B. F. Keith Theatre, where B. F. Keith's vaudeville circuit was founded, has been sold to the Boston Herald Traveler Corp. It will be razed for possible future expansion of the *Traveler's* newspaper plant.

The theatre was opened in 1884 and it was there that the first motion picture was shown in Boston, on May 16, 1896.

Press Previews for Stillman's 'Fury'

Invitational previews have been arranged for Robert Stillman's "The Sound of Fury" at the press clubs of Philadelphia and San Francisco, it was announced by Max E. Youngstein, UA advertising-publicity vice-president. In both cases this is the first time that the clubs had lent themselves to this type of general introduction of a film to their members.

In Philadelphia, Robert Stillman was awarded a citation by the press association "in appreciation of the courageous film production, 'The Sound of Fury,' which boldly depicts the evils of mass prejudice and mob violence."

'Top Brass' Sees 'Spy'

WASHINGTON, March 5.—Officials of the Office of Defense and of the Pentagon staff were guests here today of producer David Diamond at a screening of his production, "I Was An American Spy." Morey Goldstein, general sales manager of Monogram-Allied Artists, attended.

Higgins in New Post

Donald F. Higgins has been appointed chairman of the editorial board of The March of Time by producer Richard de Rochemont, succeeding Fred Feldkamp, who moved to March of Time's new television department as script supervisor.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center

BETTE DAVIS
BARRY SULLIVAN
In
"Payment on Demand"
Distributed by RKO Radio Pictures
plus SPECTACULAR STAGE PRESENTATION

Paramount presents
"MOLLY"
starring GERTRUDE BERG
as Molly Goldberg
with PHILIP LOEB • ELI MINTZ
EDUARD FRANZ • BARBARA RUSH • PETER HANSON
PARAMOUNT
IN PERSON
NELLIE LUTCHER
GEORGE DE WITT
BOB HAYMES • Romanos Bros.
Extra SAM DONAHUE
AND HIS ORCHESTRA
Midnight Feature Nightly

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Join in that "September" Song of Profit!

NOW

IS THE TIME FOR YOU TO PLAY THE ROMANTIC ATTRACTION THAT HAS BOXOFFICE BUSINESS SINGING!

Joan Fontaine · Joseph Cotten "September Affair"

Also starring
FRANCOISE ROSAY
with
JESSICA TANDY · ROBERT ARTHUR

Directed by WILLIAM DIETERLE • Screenplay by Robert Thoeren
From a Story by Fritz Rotter and Robert Thoeren • A Paramount Picture

a HAL WALLIS production that Look Magazine joyfully reports "is frankly and unabashedly all about

LOVE



—and that's why it's the outstanding woman's picture in a long, long time from

Paramount

National Pre-Selling

TIDE, the news magazine for advertising executives, publishes a cover story on "How Walt Disney Sells Fairy Tales," an analysis of the firm's advertising and promotion policies, in its current issue. It tells how he uses careful research and copy tests to ascertain what appeals will make people "buy" his films, and how, "despite the lack of stars, sex appeal, sensationalism and other standard box-office appeals, by careful analysis of public tastes, planned advertising and exploitation," Disney manages to attract big-time audiences.

•

***Life* for March 5 carries a three-page color story on "Tales of Hoffman," the new Michael Powell-Emeric Pressburger film, which is described as being "opera in a brilliant color movie." The producers are credited with "limitless taste for richly colored fantasy." It announces that a preview at the Metropolitan Opera House on April 1 will make musical history, inasmuch as this will be the first time that films have been shown in the historic opera house. Tickets, at $25 each, are to be sold for charity. The world premiere, at the Bijou Theatre, here, where "Red Shoes" has its phenomenal run, was advertised in Sunday's Metropolitan newspapers for Wednesday, April 5.**

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Five-hundred prizes, worth $25,000 *at wholesale, will be given to winners in a Coast-to-Coast promotion for Eagle Lion Classic's "Mr. Universe" through a tieup effected with Helbros Watch Co. The promotion, at the local level, will include window displays, newspaper space, TV trailers and radio announcements, and all will be timed for local playdates. In addition, another tieup has been completed with Owendale Men's Jackets, whereby their* 15,000 *dealers will display special material showing Jack Carson wearing an Owendale original model.*

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The March issue of *Seventeen* features a profile on Dan Dailey, 20th Century-Fox star, written by entertainment editor Edwin Miller. The illustrated double spread is titled ". . . And He Made It." It tells how Dailey earned his reputation as a song-and-dance man, and plays it straight in his forthcoming picture, "I Can Get it for You Wholesale."

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The world premiere of Warner's "Raton Pass" will take place today at the Kimo theatre, Albuquerque, New Mexico, and will be followed by 250 regional openings within 10 days, in Western and Pacific states. Stars of the picture will be greeted at the Santa Fe station in Albuquerque by an Indian band, a cowboy band, a Mexican group in fiesta costumes and the Early Pioneers of New Mexico. The premiere attractions will move tomorrow night to the El Raton Theatre, Raton, N. M., where a turnout of cowboys from the famous T-O ranch will join the party. Press and radio coverage is aimed to cover a radius of 300 miles of the premiere situations.

WALTER BROOKS

Review

"M"

(Columbia)

ALL kinds of psychopathic killers have passed in darkening parade since the cycle first developed its head of steam in Hollywood, and many of the characters since displayed have been unsavory and pretty horrible. The probability now is that a new high is established with this remake of one of the most famous of early German films in which Peter Lorre originally played the maniacal child murderer and Fritz Lang directed.

Seymour Nebenzal, who produced both, has made a film which is shot through with undeniable power although unevenly developed. But it is the kind of dramatic power which inclines to fascinate and hold attention by its ability to repel and repulse. Obviously, the story of a man with a twisted mentality which compels him to strangle a half-dozen bright-eyed children is not pleasant and, it might well be argued, hardly suitable material for a motion picture available to anyone capable of buying a ticket no matter where. The murders, obviously, are not shown, but they are indicated with unmistakable clarity. No one can possibly misunderstand what David Wayne is up to.

As the killings proceed unchecked by a baffled police department, panic gradually takes hold in the community. The police, clearing through detective Howard da Silva, throw out dragnet after dragnet and interrupt routines to the point where the underworld syndicate finds its floating crap games, numbers racket, slot machines, *et al.*, falling on hard times. Martin Gabel, top gang leader, is smart enough to realize the only way to lift the heat is to get the killer. It is his organization, its tentacles reaching into every corner of the city, which runs down Wayne intending to turn him over to the police. In an underground garage, rum-sodden Luther Adler, Gabel's mouthpiece, holds a kangaroo court to decide Wayne's fate. The police determine the issue by arriving at the crucial juncture.

Joseph Losey's direction leans toward the semi-documentary. In this area, he has achieved many arresting touches and effects. Much of "M"—for murderer—is photographed on true-to-life locations which raise the overall impact of realism. Wayne, in his most important straight dramatic role, handles a difficult part very commendably, his big scene developing before the kangaroo court. Effort to create a measure of sympathy for him endeavors to break through here and there, but it is only fleetingly successful. The fault may not be his, but Wayne's monstrous crimes outride attempts to pin the blame on his unhappy youth or an indifferent society. Other principals, notably da Silva and Gabel, are dramatically hard-hitting.

"M" is anything but pretty. It is morbid, depressing, and shocking. But, because it is a shocker, there undoubtedly are situations where it will display box-office weight. Like mother, the exhibitor knows best.

Norman Reilly Raine and Leo Katcher wrote the screenplay and Waldo Salt contributed additional dialogue.

Running time, 88 minutes. Adult audience classification. For March release.

RED KANN

Supreme Court to Rule on TV Color

WASHINGTON, March 5.—The U. S. Supreme Court today agreed to rule on the legality of the Federal Communications Commission's order approving CBS color television.

The court said it would hear arguments on an appeal by RCA from a decision of a special three-judge court in Chicago. That court upheld the FCC action, but left in effect an order restraining CBS from actually starting color telecasting until April 1 or until the Supreme Court acts.

Indicating it plans to move quickly in the case, the high court immediately set it down for argument on March 26.

RCA Brochure Gives Details Of TV Tri-Color Tube

Production details of RCA's new tri-color tube for television, until now a "top secret," have been made available to electronics manufacturers in a brochure issued by the company. RCA's color system, of which the tube is the integral part, has figured in the dispute with the Federal Communications Commission, which has approved CBS's color system.

Name Brown to NAB

WASHINGTON, March 5. — Thad Brown, Jr., has been appointed counsel for the television board of the National Association of Broadcasters.

Legion Reviews 15, 5 Are in Class 'B'

Fifteen additional features have been reviewed by the National Legion of Decency, five of which were put in Class "B" and the remainder in Class "A."

Those in Class "B" include: "Flesh and Blood," (British) London Films; "Raton Pass," Warners; "Quebec," Paramount; "Valentino," Columbia; "Volcano," (Italian) Eagle Lion Classics.

Listed in Class "A," section one, were: "Bonnie Prince Charlie" and "The Courtneys," both British, London Films; "Circle of Danger," ELC, and "Go for Broke," M-G-M. In Class "A," section two, are included: "Air Cadet," Universal-International; "Father's Little Dividend," M-G-M; "Fingerprints Don't Lie," Lippert; "Into the Blue" and "The Small Voice," both British, London Films, and "U. S. S. Teakettle," 20th-Fox.

Ark. ITOA to Meet

LITTLE ROCK, Ark., March 5.—The Independent Theatre Owners of Arkansas will hold its 32nd annual convention on May 7-9 at the Hotel Marion here.

Kill 'Reissue' Bill

BOSTON, March 5.—A bill requiring theatres in Massachusetts to post special advertising when old or reissued motion pictures are shown has been rejected by the House of Representatives.

Short Subject

"Strategy for Victory"

(March of Time-20th Century-Fox)

The current issue of March of Time reviews the tactics used by Russia to build up its strength in Europe, and the action that the United States is employing through the Marshall plan and arms aid, to form a bulwark against Soviet aggression. Officers of the combined Army of the North Atlantic Treaty Nations are shown schooled in the use of American arms and coordinated tactics under General Eisenhower. The picture should prove interesting to the general public insofar as it is a pictorial account of the various news reports that have appeared in the papers for the past several months. Running time, 18 minutes.

Rosen and Schneider Name UJA Aides

Sam Rosen, Fabian Theatres, and Abraham Schneider, Columbia Pictures, co-chairmen of the amusement division of the United Jewish Appeal, have selected additional officers and members of the industry's 1951 campaign for overseas Jewish aid.

Co-chairman of the independent exhibitors committee are: Manny Frisch, Julius Joelson, Fred J. Schwartz and Solomon M. Strausberg. Members of the committee are: A. J. Balaban, Herman Becker, Harry Brandt, William Brandt, Leo Brecher, Max A. Cohen, Ed Fabian, Leonard Greenberg, Phil Hodes, Arthur Mayer, Charles B. Moss, Walter Reade, Jr., Samuel Rinzler, Michael Rudin, Edward Rugoff, Morris Seider, George P. Skouras, Morton Sunshine and David Weinstock.

Charles B. Moss is chairman of the purchasing agents committee. Members are: Charles Beigel, Ethel Black, James F. Burns, Jules Catsiff, Walter Dunn, William Friedman, Ida Garretson, Lou Goudreau, Milton Green, Joe Hornstein, Nat Lapkin, Peter Lewis, Herman R. Maier, Harry Nadel, Jack Price and Max Seligman.

Spyros Skouras has again accepted the chairmanship of the corporate gifts committee. Company chairmen are: Columbia, Max Seligman; Loew's, Irving Greenfield; National Screen, George Dembow, Jr.; Paramount, Arthur Israel; United Paramount Theatres, Robert Weitman; RKO Theatres, Sol Schwartz, Harry Mandel and Robert Goldfarb; 20th Century-Fox, Jack Lang and Ulrich Bell; Universal, Adolph Schimel; Warner, Sam Schneider.

Laboratory chairman is William J. German. Other divisional heads are: Music publishers, Julius Collins; legitimate theatres, Alan Corelli; talent, Robert Weitman; talent agencies, Sam Rauch.

Members of the publications committee are: Jack Alicoate, Abel Green, Red Kann, Chic Lewis and Martin Quigley. Tom Murtha was named chairman of the labor committee as business representative of Theatrical Stage Employees, Local No. 4, AFL.

10% Local Ticket Tax Up in Maine

AUGUSTA, Me., March 5.—Maine municipalities would be empowered to levy local taxes of 10 per cent on theatre and other amusement admissions, and impose other local levies not duplicated by the state, under terms of a bill introduced in the Legislature by Rep. Paul L. Woodworth, Fairfield Republican. The bill would limit the overall return of such local levies to an amount equal to $15 per $1,000 of local property valuation.



wins SEVENTEEN's Picture-of-the-Month Award for March. This romantic comedy of young love vs. mother-in-law antics calculates to be a "top box office" natural for the 7½ million teenage girl movie fans. Millions of them will learn all about its rollicking fun as they read the many pages of Movie News in

seventeen

THE ENTERTAINMENT MAGAZINE FOR HIGH SCHOOL GIRLS





owes much of its captivating humor to the new comedy star Thelma Ritter in the hilarious role of mother of the groom. We know that SEVENTEEN's Picture-of-the-Month Award will reward its exhibitors with "top box office" as millions of teenage girls will read about it and its stars, Gene Tierney and John Lund, Thelma Ritter and Miriam Hopkins. Directed by Mitchell Leisen.

A Paramount Picture

Paramount Pictures

NCAA to Conduct Regional Football Test Telecasts

CHICAGO, March 5.—The National College Athletic Association meeting here at the LaSalle Hotel, gave Tom Hamilton, Pittsburgh's director of athletics, authority to conduct regional TV experiments to determine the effect of telecasts on college games.

Meeting with representatives of TV networks, Zenith's Phonevision, the Television and Radio Manufacturers Association, and Robert O'Brien, secretary-treasurer of United Paramount Theatres, Hamilton said, "A lot of study is needed before we decide which form of football telecast is best for experimental purposes." Hamilton plans to study all experimental telecast forms completely before reaching any conclusions.

Non-Compliance

The NCAA also moved for the expulsion of any member who does not comply with the one year "moratorium" on "live-television" agreed upon at the recent NCAA meeting in Dallas. Any member voluntarily permitting "live" TV would "not be in good standing" and would be recommended for expulsion."

If legislative action forces "live" telecasts of grid games, as has been suggested in Ohio, Illinois, and other state legislatures, the member using "live" telecasts will be asked to withdraw from the Association.

Meanwhile, it was learned that 25 members of the National College Athletic Association, representing that many schools, were guests of Zenith Radio Corp. at a 20-minute demonstration of Phonevision last night.

'14 Hours' Opens At Astor Here

World premiere of 20th Century-Fox's "14 Hours" was held at the Astor Theatre here last night. A special police detail was on hand to route traffic and high-powered kleig lights played on the theatre. Interviews with noted personalities were conducted by Martin Starr for station WINS. Newsreel cameramen were also on hand.

Over 400 Situations Set for 'Up Front'

The world permiere of Universal-International's "Up Front," set for March 24 at New York's Loew's State Theatre, will launch more than 400 dates for the film from Coast-to-Coast in April, C. J. Feldman, U-I's domestic sales manager, announces.

Plan Allied Convention

At a general membership meeting here yesterday, Allied Theatre Owners of New Jersey, which will be host to Allied States Association's national convention here next fall, completed perliminary plans for the event. Wilbur Snaper, New Jersey Allied president, said he would announce the plans today.

Services for Kendis

CLEVELAND, March 5.—Funeral services for Philip D. Kendis, 79, former head of Exhibitor Poster Exchange, who died at his home here Friday, were held Sunday. Survivors are the widow, two daughters, in addition to a son.

ASCAP Offers 'Per Program' TV Plan

Unable to reach an agreement with a committee representing the television stations although negotiations have been in progress for nearly two years, Otto A. Harbach, ASCAP president, has announced that the Society will send to television stations this week a form of per-program license agreement, in accordance with the provisions of the interim license agreements now in effect.

Harbach's letter to the stations accepting the per-program agreement will say: "We wish to assure you that the enclosed form of per-program license represents our sincere effort to arrive at a fair return on the basis prescribed by the per-program committee of your industry—that is, one on which no payment is to be made on spot announcements between programs, even though the program preceding or following the spot announcement is one which contains ASCAP music."

TV Talent Hearing Back to Hollywood

HOLLYWOOD, March 5.—Hearing on Television Authority's petition for representation of all actors and extras in television work, "live" or film, will be transferred here from New York where they have been in progress the past fortnight, in order that working procedures in filming the "Amos and Andy" television program may be studied. New York NLRB hearings officer Chester Wigden so ruled on Friday after hearing testimony submitted by Screen Actors Guild and Screen Directors Guild officers, who returned to Hollywood today.

SAG and SEG had intervened in the New York case, in which TVA sought recognition from the television networks, on the ground, that SAG and SEG have jurisdiction over all actors and extras working in television films.

New 'Red' Hearings Shift to Capital

WASHINGTON, March 5.—The pendulum seems to be swinging back toward hearings here late this month by the House Un-American Activities Committee on Communist activities in Hollywood.

For a time, Committee Chairman Woods (D., Ga.) was "plugging" for a three-man sub-committee to hold hearings in Hollywood. But other members of the Committee feel they can garner more publicity by having the hearings here, and are out-voting Woods. Present plans of the Committee are to have a few days of hearings here starting on March 21, before the House quits for its Easter recess, and then hold additional hearings after the Easter vacation. The in-between period would be used for the staff to develop leads furnished at the initial hearings, for use at the later hearings, it is understood.

Meanwhile, subpoenas have been issued for another 10 to 12 Hollywood figures, bringing to more than 30 the total number of witnesses being sought for the Committee's hearings.

Motion Picture Daily Feature Reviews

"Teresa"

(Arthur Loew-Metro-Goldwyn-Mayer) *Hollywood, March 5*

EXHIBITORS operating so-called "art theatres" might do quite a thing with this picture by advertising it as proof that an American producing outfit can take a crew to Italy and come back with a picture as good, in the same ways, as the Italian outfits export to us. Such advertising might induce controversy and attendance. But the commercial exhibitor is likely to find it much more difficult to persuade his regular customers to turn out in force for a 103-minute feature unprovocatively titled, thin as to names, and decidedly scrambled in point of subject matter. Whether customers who do turn out for it will consider themselves repaid for their time and money is for tomorrow to tell, but those among them who do will have won out over many discouragements. These include background noises that obscure the dialogue, much of which is in Italian or spoken with Italian accent, abrupt changes of scene, arbitrary switches of theme emphasis and, finally, a resort to close-ups of babies as a means of rescuing a floundering story.

The players, in screen-credit order, are: Pier Angeli, an Italian actress, John Ericson, Patricia Collinge, Richard Bishop, Peggy Ann Garner, Ralph Meeker, Bill Mauldin, (famed otherwise than for acting), Ave Ninchi, Rod Steiger, Aldo Silvani, Tommy Lewis, and so on. The film was produced by Arthur M. Loew, largely in Italy and partly here, and directed by Fred Zinnemann, who made quite a name for himself with "The Search," a fact an exhibitor can refer to in exploiting this picture. The screenplay is by Stewart Stern, from an original story by himself and Alfred Hayes. There appears to have been some lack of agreement between them as to what they were going to write about.

The picture opens in Italy, near the close of World War II, with Ericson, a big, but timid New York recruit, joining an Army company that has taken possession of a small Italian town where Miss Angeli, mild-mannered member of a large family, lives. They are attracted to each other, and are getting on fairly well when he is sent into action, loses his nerve, becomes shocked and is hospitalized. Released from the hospital when cease-fire has come, he returns and marries her, leaving shortly thereafter for New York, with her to follow. At home he decides to conceal the fact of his marriage for a time from his family, but his mother finds out about it, and eventually he sends for his wife. When she arrives they share the parental apartment with his father, mother and sister, and he seeks work, but does not have much luck at it until, after his wife has told him she is expecting and he has ordered her to go away and have her baby somewhere else, he gets a job in a YMCA and leaves home. He is miserable, his possessive mother, to whose solicitudes his weaknesses have been attributed by now via various incidents, is miserable, and his father, dominated by the mother, is presumably miserable also, until his wife pops up in the hospital having birth pains and lets them know where she is. That fixes up everything, to the satisfaction of the writers, at least, although it leaves half a dozen story points flapping in the breeze.

Some of the scenes shot in Italy, especially some views of Rome, are very interesting, scenically, and at times, as when the camera is showing the hunger on the faces of starving children, the film is momentarily eloquent.

Running time, 103 minutes. Adult audience classification. Release date, not set.

WILLIAM R. WEAVER

"Only the Valiant"

(William Cagney Productions—Warner Brothers)

THE FAMILIAR battle tale of men facing insuperable odds is given a gripping performance in this William Cagney production starring Gregory Peck as a taciturn martinet whose life is in as much danger from the men under him as from the Indians they battle. Gordon Douglas' direction of the screenplay by Edmund H. North and Harry Brown keeps attention focussed on the little band of men, split and embittered by their own hatreds and fears, who hold off marauding Apaches for three days. Action-minded audiences will find this taut, well-paced film to their liking.

The locale is Arizona in 1867 when U. S. Cavalry posts were the only protection against the unsubdued Apaches. When a young lieutenant, Gig Young, is sent on a suicide mission the garrison blames Peck because of Young's rivalry for the hand of Barbara Payton, daughter of another officer. Already hated by the men as a stern disciplinarian, though grudgingly admired as an officer, Peck's move to protect the fort from an impending Indian attack by holding it off at an outpost is construed as motivated by suicidal remorse. Peck carefully chooses the men to accompany him from those that hate him most—determined, they think, to finish off his enemies as he himself dies. Actually, Peck has chosen them as the men the undermanned fort could most easily lose, but he fully intends to return with as many men as possible.

The picture's main sequences are in the outpost where the men, continually attacked through a narrow pass by the Indians, bicker and quarrel among themselves. Performances are excellent, with Ward Bond effective as a whisky-loving corporal, Lon Chaney as a brooding Arab trooper, Neville Brand as a brutal, ambitious sergeant, Jeff Corey as a scout, Dan Riss as a tubercular junior officer, and Warner Anderson, Steve Brodie and Terry Kilburn, all troopers. Only three, including Peck, survive by the time a relief troop, bearing a newfangled Gatling gun, arrives and vanquishes the Indians. Peck and Michael Ansara, the Apache chieftain, fight hand-to-hand as the battle ends.

Running time, 105 minutes. General audience classification. For April 21 release.

VAUGHAN O'BRIEN

"House on Telegraph Hill"

(20th Century-Fox)

ROBERT WISE's direction contributed substantially toward making this Robert Bassler production a satisfactory suspense thriller. Had the script by Elick Moll and Frank Partos not left a number of loose ends and unanswered questions for audiences to puzzle about after the picture closes, "The House on Telegraph Hill" might stand a few notches higher in the category. From a plus standpoint, though, the exhibitor is offered good star values, namely, Richard Basehart, Valentina Cortesa and William Lundigan. Capitalization on these and exploitation of the lady-in-distress theme should pay off agreeably at the box-office.

A Pole who had been persecuted by the Nazis, Miss Cortesa employs the strategem of impersonation to secure entry into the U. S. Over here she seeks out the wealthy 10-year-old son (Gordon Gebert) of the dead Polish friend whom she pretends to be, marries the child's guardian and soon has reason to believe that the bridegroom, Basehart, is bent on murdering her so he may have undisputed control of the boy's wealth and possession of the family's roccoco mansion on San Francisco's Telegraph Hill.

Tension mounts subtly under Wise's direction as the husband takes to stalking the hapless lady from room to room. Additionally, a fearsome mood is heightened by the use of familiar lighting and lensing contrivances. On top of this, a measure of actuality is suggested by the many location shots featuring San Francisco's buildings and precipitous streets. In the climax, Basehart is stricken by a poisoned drink he had intended for Miss Cortesa, but thereafter the film takes leave of what believeably it had achieved. The audience knows the lady is innocent of murder, but the investigating police seem shockingly unquestioning in accepting as true the story of one who admittedly had entered the country illegally. Thus Miss Cortesa is free to marry a sympathetic friend, Lundigan, while the child's intransigent nursemaid, who had been the wife's rival for Basehart's affection, is taken into custody on a relatively flimsy charge.

Running time, 93 minutes. General audience classification. For June release.

CHARLES L. FRANKE

"The Magnet"

(Rank-Universal-International)

THE adventures of an English schoolboy whose acquisition of a large magnet leads to a series of misunderstandings with his parents and his nurse form the narrative base for this Michael Balcon British-made production. The reactions of the boy and others around him point up the differences between English and American behavior patterns—and, incidentally, the film exemplifies the differences in U. S. and English cinema tastes. "The Magnet" will do best at "art" theatres in this country.

T. E. B. Clarke, the screen writer, and Charles Frend, the director, seemed not to have completely made up their minds whether this film was intended to be a psychological study of a 10-year-old boy, a quiet English domestic comedy or a satire on psychologists. However, despite certain satiric and humorous overtones, the film's major impact puts it into the psychological study class.

Actor William Fox effectively plays the principal role, the only child of psychologists Stephen Murray and Kay Walsh. The boy trades an "invisible watch" for a large magnet with a much younger child. The child's nurse accuses the boy of stealing. He runs off and soon believes the police are after him. After several unsuccessful attempts to get rid of the magnet, he presents it to the organizer of a campaign for an iron lung for the local hospital. The magnet is auctioned in the fund campaign and finally is mounted on the iron lung as a tribute to the unknown donor.

Meanwhile, the psychologist father makes a completely inaccurate diagnosis for his wife of the boy's worries. In the end the boy meets the child whom he thought had died as a result of losing the magnet, and trades back his "invisible watch" for the gold medal which the mayor had bestowed on him for his part in the hospital campaign.

Running time, 78 minutes. General audience classification. February release.

"Flame of Stamboul"

(Columbia)

AS A SPY MELODRAMA, "Flame of Stamboul" runs a standard course. It has some good action and conflict scenes although the story is quite transparent.

Set in Istanbul, the story concerns a gang of thieves that are out to get defense plans which are vital to the protection of the Suez Canal. Dispatched to the distant outpost is an American intelligence officer, played by Richard Denning. The vital plans are concealed in a jewel box of a wealthy Egyptian who is attending a peace conference. By way of strategy, the outlaws get Lisa Ferraday to assume the identity of a dancer known as the Flame of Stamboul, and then press her into friendly relations with the Egyptian's son. Denning has considerable difficulty getting necessary information before he finally cracks the case. By way of romantic denouement, he also wins Miss Ferraday after persuading her of the virtues of uprightness.

George Zucco plays the mastermind of the criminals, known as "The Voice," while Nestor Paiva plays another American operative who is killed in the dangerous business and Norman Lloyd portrays the part of the paid informer.

The production is done in a sepia tint. Wallace MacDonald produced and Ray Nazarro directed, from a screenplay by Daniel B. Ullman.

Running time, 68 minutes. General audience classification. For April release.

MANDEL HERBSTMAN

Hope for 'Freeze' Ruling by Weekend

Washington, March 5.—Officials of the Wage Stabilization Board said here today they "certainly hope" to have some ruling by the end of the week on the request of Hollywood producers and talent guilds for relief from the wage "freeze." Spokesmen for the Hollywood groups met with the WSB officials again on Saturday and today.

Sell 'Twist' As a 'Regular' Feature

"Oliver Twist" prints carrying the seal of the Production Code Administration will be in Eagle Lion Classic's exchanges from next week on, it was reported here yesterday by Bernard G. Kranze, ELC distribution vice-president. The picture, he added, will be sold as a regular feature, meaning that whatever plans there may have been for increased prices, on a reserved-seat two-a-day policy have been abandoned. April 17 has been set for national release of the film.

Howard LeSieur, ELC advertising-publicity director, announced at the same time that his department will give the picture "A" treatment "all the way." The advertising department, he added, is prepared to spend more in promoting the film than is set aside ordinarily for regular company releases. Referring to the promotional effort and sums expended on a previous J. Arthur Rank film that went through U. A., LeSieur said "Oliver Twist" will receive "'Red Shoes' treatment on a regular release."

New NPA Unit

(*Continued from page* 1)

needed in an area being built up by the Atomic Energy Commission, the OCR might help the owner get building materials. Again, if a studio is having trouble getting a particular item essential to its operations, OCR might help out. The NPA film division, headed by Nathan D. Golden, will remain as the group charged with administering controls affecting the film industry and working out broad material problems that affect the entire industry. OCR will come in chiefly as a helper in individual cases where something is needed for an essential service.

The new head of the division, announced today, is Lewis Allen Weiss, former chairman of the board of the Mutual Broadcasting System and an NPA consultant since Jan. 15. He was prominent in California broadcasting circles and briefly was a management adviser for the Hughes Aircraft Co.

6 Rank Films to Mayfair for West

Los Angeles, March 5.—Six J. Arthur Rank productions comprise the initial release schedule of the newly-formed distributing company, Mayfair Pictures, here. The company will service 11 Western states with offices in San Francisco, Seattle and Portland, as well as here. British featurettes and American reissues also are on the company's schedule.

ELC Sales

(*Continued from page* 1)

justice to foreign product." Prestige formerly handled J. Arthur Rank "art" product going through Universal here.

An individual to head up the new "art" sales unit will be named soon by Kranze, who once was associated with the Prestige set-up. He pointed out that not all foreign-made pictures released by ELC will be channeled into the new unit. "Just pictures which seem to be designed for 'art' theatres' screens" will be sold through it, he explained. The appointee will tour the country to sell the films.

The following three-month regular release schedule was announced by Kranze: "My Outlaw Brother" (formerly "My Brother, the Outlaw"), produced by Benedict Bogeaus, starring Mickey Rooney, Wanda Hendrix and Robert Preston, March 15; "Circle of Danger," produced by David E. Rose, starring Ray Milland and Patricia Roc, March 22; "Skipalong Rosenbloom," starring Maxie Rosenbloom and Max Baer, April 3; "Badman's Gold," produced by Jack Schwarz, April 3; "The Long Dark Hall," produced by Peter Cusick, starring Rex Harrison and Lilli Palmer, April 10; "Oliver Twist," starring Robert Newton and Alec Guinness, April 17; "When I Grow Up," produced by S. P. Eagle, starring Bobby Driscoll and Robert Preston, April 20; "Volcano," produced and directed by Willian Dieterle, starring Anna Magnani, May 1; "Fighting Rebels," produced by Schwarz, May 8; "Cairo Road," a Bering Production, May 8; "Hoodlum," produced by Schwarz, May 15; "Two Guys and a Gal," produced by John Arent, May 15; "Man With My Face," produced by and starring Ed Gardner, May 22. Early June, Kranze said, will see release of Cusick's "Pardon My French" and Schwarz's "Revenge."

Kranze said he expects to appoint an assistant distribution-executive in the near future.

In answer to reporters' questions, Kranze said the company's contracts with its producers provide that pictures are not to be made available for television showings until after they have completed all theatre runs.

Compo Seminar

(*Continued from page* 1)

for the first seminar. Sullivan will leave here today by train for the Coast.

Noting that exhibition appears to be "flexible" on the question of a date for the first seminar, Sullivan said once he learns what time would be satisfactory to the Coast segment of the industry, plans can get under way accordingly. The COMPO seminars, approved at a meeting of the all-industry agency board in New York last year, are intended to implement a closer working relationship between the various branches of the industry.

Herman M. Levy, TOA general counsel, will accompany Sullivan to the Coast. Ted R. Gamble, TOA stalwart, who is in Hollywood at present, is expected to join Sullivan in the seminar planning conferences.

N. Y. ITOA Okays Compo Plan

The Independent Theatre Owners Association of New York has ratified the proposed change in the by-laws of COMPO.

N.Y. Grosses

(*Continued from page* 1)

some time. Top stage attraction is songstress Josephine Baker, whose appearance was heralded by ads on newspaper concert pages, in addition to regular cinema spots.

Another newcomer is "Three Guys Named Mike" at the Capitol where an all-right $43,000 is due for a first week. Johnnie Long's band is on stage. "Cry Danger" is bowing out at the Paramount after a two-week stand; an estimated $50,000 gross for the final week is not bad; "Molly" will open there tomorrow.

"Payment on Demand" is having a fair third and final week at the Music Hall, with $105,000 expected. "Royal Wedding" and the annual Easter show, staged by Leon Leonidoff, will open there on Thursday. At the Roxy, "U.S.S. Teakettle" is modest in a second week, with about $55,000 expected, but it will hold for a third week; the Ritz Brothers are on stage.

"Born Yesterday" is still a consistent money-maker at the Victoria, with a fine $24,000 expected for an 11th week. Also holding up well is "Tomahawk" at Loew's State, with a gross of about $15,000 due for a third week. At the Rivoli, "The 13th Letter" is having a fair second week, with $12,000 estimated.

"14 Hours" Opens

"Harvey" bowed out of the Astor yesterday after 11 weeks, with $9,500 racked up for the last six days. Last night "14 Hours" had its premiere there, with the regular run starting today.

"Target Unknown" opened at the Criterion on Saturday with the first week's gross heading for a satisfactory $15,000. "No Orchids for Miss Blandish" is holding up well at the Globe, with $15,000 expected for a second week. Two reissues, "Dodge City" and "Virginia City," are still doing excellent business at the Mayfair, with an approximate $16,000 gross for a second week.

The Bijou's long run of "Cyrano de Bergerac," showing twice a day, continues in a 17th week, with a satisfactory $8,000 expected. "Trio" at the Sutton is still moving along in a 22nd week, with a gross of about $5,500 due.

"Of Men and Music," which has been doing excellent business at the Park Avenue, is down a bit to a $7,000 gross for a third week, but that figure is still excellent for the house.

Heineman-UA

(*Continued from page* 1)

industry has had a harder-hitting sales force on quality product," Heineman told the U. A. personnel. "I know that given a steady flow of quality product you will come through with the kind of performance that will again place United Artists among the very top majors of the industry. Every person in this company will be given ample opportunity to prove his worth by pulling his own weight in the tremendous job that lies before us," Heineman said, indicating that he starts his job with no plans for a turnover of personnel.

His message reported "expressions of good will and cooperation" received by United Artists from leading exhibitors as well as independent producers.

Beznor Hits 'Freeze' In Johnston Plea

Milwaukee, March 5.—In a wire to Eric A. Johnston, Economic Stabilization Administrator in Washington, David Beznor, general counsel of the Colesseum of Motion Picture Salesmen of America, has appealed for the exemption of film salesmen's salaries from the wage freeze.

"Immediate relief is necessary to permit freedom of collective bargaining," Beznor urged. He is due to open negotiations soon with the distributors.

Studio Labor Peace

(*Continued from page* 1)

meeting, was the principal issue dealt with, again unsuccessfully, in a second meeting late on Friday. Brewer today said he has no intention of letting the matter drop, and that he believes a common ground for a compromise can be found, possibly in another meeting some time this week. None has been scheduled so far.

Although the offer has been made to all unions on an all-or-none basis, the IATSE has taken the lead in negotiations and the belief is that others will follow the IATSE pattern.

The offer, which includes a cost-of-living provision following the General Motors formula and using the Jan. 15 price level as a base point, represents approximately $4,000,000 annually at the present production employment rate, according to studio statisticians. It would go into effect on acceptance.

U.S.-Italian Pact

(*Continued from page* 1)

resentative in Italy, upon his arrival on the *S.S. Ile de France*.

Canty said it was an "adjustable situation" and added the expectation that the forthcoming study here of the Italian delegation will lead to a film agreement. The delegation will sail for America today on the *SS Queen Mary*. The committee is composed of Eitel Monaco, president of ANICA, representing general trade organization; Dr. Renato Gualino, president of the Italian Producers Association; Francesco Penotti, president of the Italian Distributors Association; Italo Gemini, president of the Italian Exhibitors Association, and Michele Lauria, secretary of the delegation.

Canty said he would report today to John McCarthy, MPAA vice-president in charge of the international division.

Cohen Named

(*Continued from page* 1)

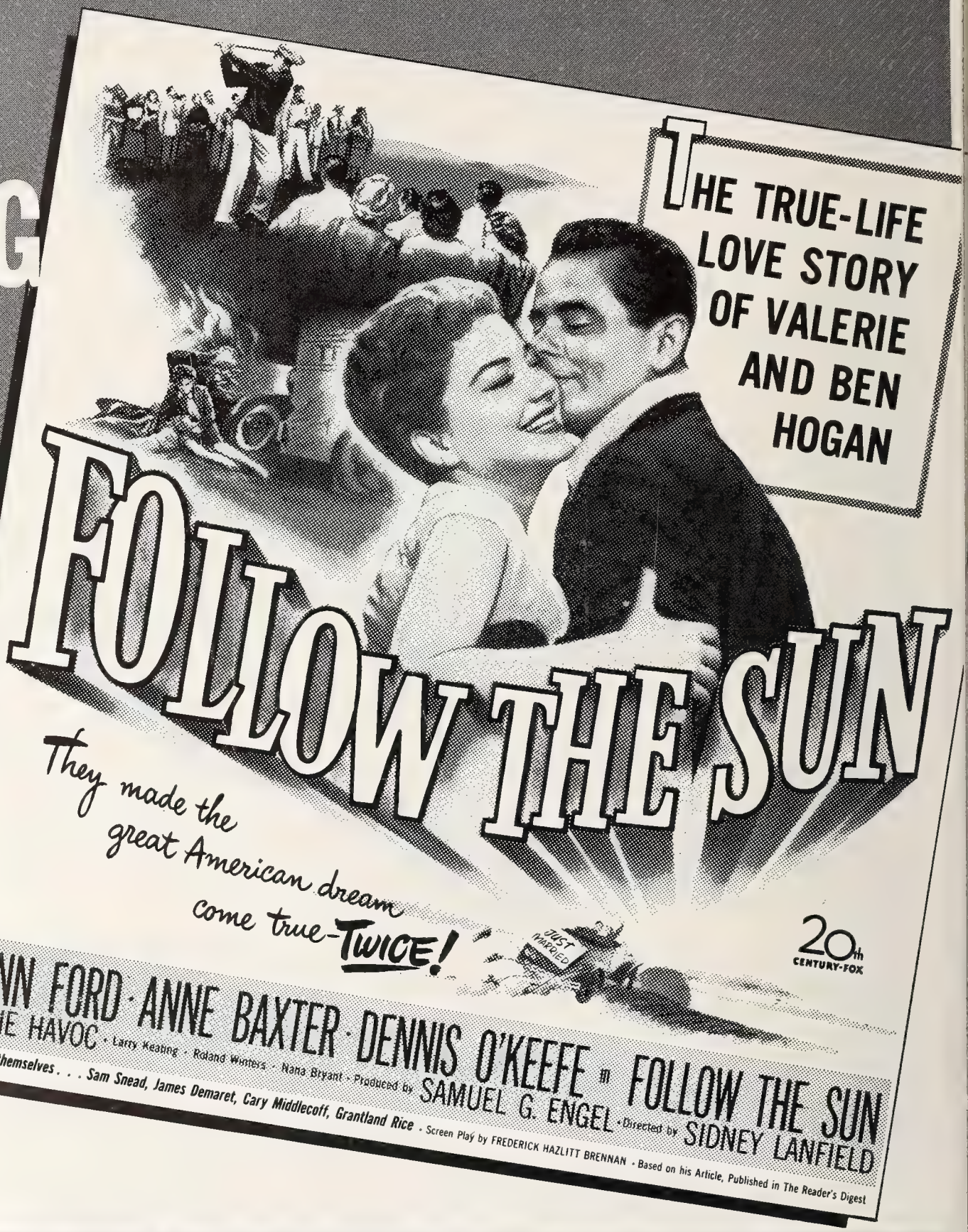
the ELC board as well. The latter has become United Artists' distribution vice-president.

Cohen, who is 46, started his film career as a salesman with UA in Chicago in 1929, joining Columbia in a similar capacity in 1931. The following year he became Columbia's Detroit sales manager, and in 1938 took a similar post with RKO, becoming RKO Detroit branch manager in 1942.

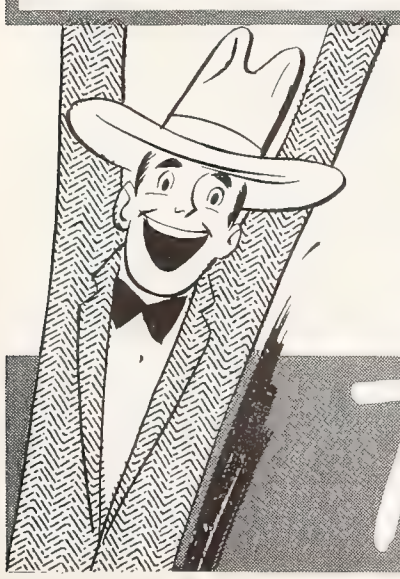
Cohen is scheduled to begin a tour of ELC exchanges at an early date.

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VOL. 69. NO. 44 NEW YORK, U. S. A., TUESDAY, MARCH 6, 1951 TEN CENTS

Special Sales Unit for ELC Foreign Films

Will Resemble Prestige; Kranze Sets 13 Releases

A new "art" films sales unit will be established shortly by Eagle Lion Classics to handle certain of the company's imports from England, France, Italy and other European countries, Bernard G. Kranze, newly-named ELC distribution vice-president, said yesterday.

Kranze reported at the same time that 13 pictures have been slated for ELC release generally during the next three months.

Indicating that the new "art" films division will be patterned somewhat after the Prestige Pictures set-up which was discontinued some time ago by Universal, Kranze said that many foreign-made pictures "need special concentration and handling—men who sell regular motion pictures can't do

(Continued on page 7)

Cohen Named ELC General Sales Mgr.

Milton E. Cohen yesterday was promoted from Eagle Lion Classics Eastern sales manager to general sales manager succeeding Bernard G. Kranze who last Friday was named distribution vice-president.



Milton E. Cohen

Kranze said a new Eastern sales manager will be selected from within the company at an early date. It is expected that Kranze, who has succeeded William J. Heineman as distribution chief, will replace Heineman on

(Continued on page 7)

U. S. - Italian Pact Expected by Canty

Confidence that a "formula will be worked out for a long-term agreement" between the Italian and American industries was expressed here yesterday by George Canty, Motion Picture Association of America rep-

(Continued on page 7)

Producers Rallying to UA, Heineman Tells Salesmen

Leading independent producers are rallying to the support of the new United Artists, making it possible for the company to complete an augmented release schedule this week for the next 90-day period, William J. Heineman, U. A. vice-president in charge of distribution, informed the company's sales force on taking over his new post yesterday.

In wires sent to U. A. branch personnel throughout the country Heineman expressed enthusiasm for the company's prospects under Arthur Krim, its new president, and his associates. He paid his respects to Gradwell L. Sears, former head of U. A. distribution, saying he is "grateful for the privilege of being able to utilize his (Sears') great ability and experience."

"In my opinion, no company in the

(Continued on page 7)

See New NPA Unit Aiding Industry

WASHINGTON, March 5.—With the appointment of a full-time director today, a division of the National Production Authority that might bring considerable help to some industry firms is expected to really start functioning.

The division is the Office of Civilian Requirements. It is charged with acting as the claimant in the government, before NPA and other agencies concerned with priorities and allocations, for materials needed to assure goods and services essential to the civilian economy.

For example, if a new theatre is

(Continued on page 7)

$70,000 for 'Storm Warning' Tops N.Y. First-Run Grosses

Blustery March weather, with snow and rain on Saturday and Sunday, depressed business somewhat at Broadway first-runs last week but grosses held up rather well, considering the adverse elements.

"Storm Warning" had a splendid opening at the Strand despite the weather, with $34,000 reported for the three days beginning Friday. The week's gross is expected to total over $70,000, the best first week there in

(Continued on page 7)

MGM to Release 18 in 5 Months, 8 in Technicolor

Eighteen pictures for the five months beginning March 9 will be released by M-G-M, it was announced here yesterday by William F. Rodgers, sales vice-president. Of the 18, eight will be in Technicolor. The schedule follows:

For March: "Three Guys Named Mike," starring Jane Wyman, Van Johnson, Howard Keel and Barry Sullivan, followed by "Inside Straight," to feature David Brian, Barry Sulli-

(Continued on page 2)

Meet on Coast Next Week For Compo Seminar Plans

Planning for industry seminars to be held under the auspices of the Council of Motion Picture Organizations will get underway on the Coast next week, it was indicated here yesterday by Gael Sullivan, chairman of the COMPO seminar committee.

Sullivan who, as executive director of Theatre Owners of America, will attend the March 9-11 meeting of the Southern California Theatre Owners Association, said he will take advantage of that Coast visit to confer with Art Arthur, executive secretary of the Motion Picture Industry Council, as well as studio heads and officers of the local Variety Club on a possible date

(Continued on page 7)

Would End Missouri Censorship Board

Kansas City, March 5. — A bill to end the state film censor board on the ground it is unnecessary has been introduced in the legislature by the ways and means committee.

A spokesman said the motion picture industry now is policing itself better and there is no longer any need for state censorship.

Contract Date Stalls Studio Labor Peace

Balk at Date Change in Wage Reopening Clause

HOLLYWOOD, March 5.—Unless management and labor can reach a compromise date for reopening contracts for wage revisions the offer by major studios of a 10-cent-an-hour wage increase will continue to be rejected by IATSE locals, Roy Brewer, 'IA' international representative, said here today.

The studios in making their offer last Tuesday had stipulated that the unions must agree to postpone the present reopening date, Oct., 1951, to Oct., 1953. Union officials thus far have contended that the price future is too uncertain at this time to warrant a two-year extension.

This point, which was the chief stumbling block at last Tuesday's

(Continued on page 7)

20th Divorcement Plans Due April 1

An extension until April 1 for 20th Century-Fox to file its plan for divorcement was approved here yesterday in Federal Court. The Department of Justice agreed to the extension from yesterday, when the plan was due.

Spokesmen for both the government and the company expressed the hope that a consent decree, reported to be near consummation, would be ready in final form before the expiration of the extension.

The extension also gives 20th-Fox until April 1 for final dissolution of its interest in Golden State Theatres. The previous deadline was March 15.

The annual stockholders' meeting of 20th Century-Fox will be held on May 15, it was learned here yester-

(Continued on page 4)

Fromkess Sets Up Organizing Meet

HOLLYWOOD, March 5.—An organizational meeting at which Leon Fromkess and 16 former PRC franchise holders will finalize the agreement under which he will launch a new production-distribution company,

(Continued on page 4)

RKO's Reisman Sales Drive Begins

The 1951 sales drive of the foreign division of RKO Pictures, honoring Phil Reisman, vice-president in charge of foreign distribution, will start worldwide this week and run to June 2.

Captains are the supervisors of the five divisions: Joseph Bellfort, Europe; Robert S. Wolff, United Kingdom; Michael Havas, Latin-America; Ralph Doyle, Australia and Leon Britton, Far East. Jack Kennedy is drive coordinator.

Robert K. Hawkinson, assistant foreign manager, is chairman of the home office drive committee which includes: Beverly Lion, Ned Clarke, Jack Kennedy, Harry Ehrreich, Rutgers Neilson, Arthur Herskovitz, Mel Danheiser and Alfred Stern.

'Miracle' Appeal to Be Heard March 12

ALBANY, N. Y., March 5.—The Appelate Division will hear arguments on March 12 to review the action of the Board of Regents cancelling the license for "The Miracle" on the grounds that it is "sacrilegious."

The clerk of the court, John S. Herrick, said that Samuel E. Arnowitz, attorney for Joseph Burstyn, Inc., has asked the court to view the film in Warner's screening room.

MGM Releases

(*Continued from page* 1)

van, Arlene Dahl, Mercedes McCambridge and Monica Lewis, and "Royal Wedding," co-starring Fred Astaire, Jane Powell and Peter Lawford, with Sarah Churchill.

For April: "Father's Little Dividend," starring Spencer Tracy, Elizabeth Taylor and Joan Bennett, followed by "Soldiers Three," with Stewart Granger, Walter Pidgeon and David Niven, and "The Great Caruso," starring Mario Lanza and Ann Blyth.

For May: "The Painted Hills," in Technicolor, starring Lassie, with Paul Kelly, Bruce Cowling and Gary Gray; "The Headline Story," starring Donald Crisp, Jeffrey Lynn and Marjorie Reynolds; followed by "Pandora and the Flying Dutchman," also in Technicolor and co-starring Ava Gardner and James Mason, and "Go For Broke," produced by Dore Schary and starring Van Johnson.

For June: "People in Love," with Ray Milland, John Hodiak, Nancy Davis and Jean Hagen; "Mr. Imperium," in Technicolor, co-starring Lana Turner and Ezio Pinza; "Calling Bulldog Drummond," starring Walter Pidgeon with Margaret Leighton, and "Excuse My Dust," in Technicolor, starring Red Skelton, with Sally Forrest, Monica Lewis and McDonald Carey.

For July: "Kind Lady," starring Ethel Barymore, with Maurice Evans; "An American in Paris," starring Gene Kelly with Leslie Caron and Georges Guetary, in Technicolor; "Love Is Better Than Ever," co-starring Elizabeth Taylor and Larry Parks, "Show Boat," in Technicolor, with Kathryn Grayson, Howard Keel, Ava Gardner, and Joe E. Brown.

Personal Mention

SAM SEIDELMAN, head of Eagle Lion Classics' foreign sales, is due to leave here this week for Mexico City.

•

JOSEPH STEINER, managing director of Walter Reade's Park Avenue Theater, New York, and DOROTHY WARING, playwright and television producer, will be married today by JUDGE MERVIN HERZFELD in Union City, N. J.

•

IRVING BLUMBERG of Warner Theatres' Philadelphia publicity staff, and JULES FIELDS, Robert Stillman representative, were recent guest lecturers at the School of Journalism of the University of Pennsylvania.

•

LAURA KOVSCH, secretary to Universal-International's Cleveland branch manager, has been promoted to secretary to district manager PETER ROSIAN. JEAN FALK has been named the branch manager's secretary.

•

SYLVIA LANGER, secretary to HYAMS GREEN of the Little Cinemet Theatre and Globe Film Distributors, New York, was married Sunday to HAROLD LEAND, formerly manager of the City Theatre here.

•

DAVID A. BABCOCK, superintendent of the emulsion coating department at Eastman Kodak's Rochester plant, retired recently after completing some 45 years of service.

•

TED ROUTSON, press director for the Hippodrome, Town and Little theatres, Baltimore, is confined to his home because of illness.

•

LEONARD BERCH, Atlanta's branch manager of United World Films, will leave there for New York on March 14.

•

N. A. TAYLOR, president and managing director of International Film Distributors, Ltd., has returned to Toronto from New York.

•

RUDOLPH MATE, director, has arrived here from the Coast en route to France.

•

PHIL LAUFER, Universal special exploitation representative, has returned to New York from Indianapolis.

JULES LAPIDUS, Warner's Eastern and Canadian division sales manager, left here last night for Buffalo and Albany.

•

IRVING LESSER and SEYMOUR POE, representing Sol Lesser Productions, have returned to New York following visits to RKO Pictures branches in the Midwest and South, respectively.

•

HOWARD G. BURKHARDT, manager of Loew's Midland, Kansas City, has been elected vice-president of the Jackson County Chapter of the National Foundation for Infantile Paralysis.

•

WILLIAM CONNCERS, general manager for Hamrick Theaters of the Northwest, visited FRED C. QUIMBY, at the M-G-M Coast studio, from Portland, Ore., recently.

•

ROY O. DISNEY, Walt Disney Productions president, has been awarded Mexico's Aztec Eagle decoration. He is due in New York shortly from the Coast for a two-week stay.

•

BEAUMONT NEWHALL, curator of George Eastman House, Rochester, N. Y., was the recipient of the service medal of the Photographic Society of America for 1951.

•

SID KRAMER, RKO Pictures short subjects sales manager, returned to New York yesterday from a tour of company exchanges in Eastern Canada.

•

DON MCELWAINE of M-G-M's studio publicity department, has arrived on the Coast from a tour of the Midwest.

•

ABE BERNSTEIN, M-G-M Cleveland press representative, was in New York yesterday on business.

•

J. J. COHN, M-G-M's studio executive, returned to the Coast yesterday from Baltimore.

•

ROBERT LAMB, Paramount salesman in Detroit, will leave for duty with the U. S. Navy tomorrow.

•

JERRY FAIRBANKS, producer, is in New York from Hollywood.

Peyser, Sears Are New U.A. Officers

New United Artists officers, in addition to those reported here yesterday, include the following, Arthur B. Krim, president, announced:

Seymour Peyser, vice-president and general counsel, and Seward I. Benjamin, secretary. Gradwell L. Sears was reelected a vice-president, and H. J. Miller was reelected treasurer. Loyd Wright and Muller were named assistant secretaries and Benjamin and H. A. Weimer were named assistant treasurers. Previously announced were W. J. Heineman and Max E. Youngstein, vice-presidents.

Benjamin is a brother of Robert Benjamin who, with Krim and Matthew Fox, comprise the new UA management control group.

Fisher Is Named District Manager

CHICAGO, March 5.—A. H. Fisher, Chicago branch manager of Republic Pictures was promoted to Chicago district manager at the company's sales meeting held this weekend at the Blackstone Hotel. James R. Grainger, Republic distribution vice-president, presided at the meeting.

Gilliam in Schine Post

CLEVELAND, March 5. — George (Bud) Gilliam, resigning from the local Warner theatre department after 15 years with the company, to join Schine as booking manager in Cincinnati, will be honor guest at a dinner on Thursday in the Theatrical Grill here.

Theatre Landmark In Boston Passes

Boston, March 5.—The old B. F. Keith Theatre, where B. F. Keith's vaudeville circuit was founded, has been sold to the Boston Herald Traveler Corp. It will be razed for possible future expansion of the *Traveler's* newspaper plant.

The theatre was opened in 1884 and it was there that the first motion picture was shown in Boston, on May 16, 1896.

Press Previews for Stillman's 'Fury'

Invitational previews have been arranged for Robert Stillman's "The Sound of Fury" at the press clubs of Philadelphia and San Francisco, it was announced by Max E. Youngstein, UA advertising-publicity vice-president. In both cases this is the first time that the clubs had lent themselves to this type of general introduction of a film to their members.

In Philadelphia, Robert Stillman was awarded a citation by the press association "in appreciation of the courageous film production, 'The Sound of Fury,' which boldly depicts the evils of mass prejudice and mob violence."

'Top Brass' Sees 'Spy'

WASHINGTON, March 5.—Officials of the Office of Defense and of the Pentagon staff were guests here today of producer David Diamond at a screening of his production, "I Was An American Spy." Morey Goldstein, general sales manager of Monogram-Allied Artists, attended.

Higgins in New Post

Donald F. Higgins has been appointed chairman of the editorial board of The March of Time by producer Richard de Rochemont, succeeding Fred Feldkamp, who moved to March of Time's new television department as script supervisor.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center

BETTE DAVIS
BARRY SULLIVAN
In
"Payment on Demand"
Distributed by RKO Radio Pictures
plus SPECTACULAR STAGE PRESENTATION

Paramount presents
"MOLLY"
starring GERTRUDE BERG
as Molly Goldberg
with PHILIP LOEB · ELI MINTZ
EDUARD FRANZ · BARBARA RUSH · PETER HANSON
PARAMOUNT TIMES SQUARE
IN PERSON
NELLIE LUTCHER
GEORGE DE WITT
BOB HAYMES · Romanos Bros.
Extra SAM DONAHUE
AND HIS ORCHESTRA
Midnight Feature Nightly

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Join in that "September" Song of Profit!

NOW

IS THE TIME FOR YOU TO PLAY THE ROMANTIC ATTRACTION THAT HAS BOXOFFICE BUSINESS SINGING!

Joan Fontaine · Joseph Cotten

"September Affair"

Also starring
FRANCOISE ROSAY
with
JESSICA TANDY · ROBERT ARTHUR

Directed by WILLIAM DIETERLE • Screenplay by Robert Thoeren
From a Story by Fritz Rotter and Robert Thoeren • A Paramount Picture

a HAL WALLIS production that Look Magazine joyfully reports "is frankly and unabashedly all about

LOVE



—and that's why it's the outstanding woman's picture in a long, long time from

Paramount

National Pre-Selling

TIDE, the news magazine for advertising executives, publishes a cover story on "How Walt Disney Sells Fairy Tales," an analysis of the firm's advertising and promotion policies, in its current issue. It tells how he uses careful research and copy tests to ascertain what appeals will make people "buy" his films, and how, "despite the lack of stars, sex appeal, sensationalism and other standard box-office appeals, by careful analysis of public tastes, planned advertising and exploitation," Disney manages to attract big-time audiences.

•

***Life* for March 5 carries a three-page color story on "Tales of Hoffman," the new Michael Powell-Emeric Pressburger film, which is described as being "opera in a brilliant color movie." The producers are credited with "limitless taste for richly colored fantasy." It announces that a preview at the Metropolitan Opera House on April 1 will make musical history, inasmuch as this will be the first time that films have been shown in the historic opera house. Tickets, at $25 each, are to be sold for charity. The world premiere, at the Bijou Theatre, here, where "Red Shoes" has its phenomenal run, was advertised in Sunday's Metropolitan newspapers for Wednesday, April 5.**

•

Five-hundred prizes, worth $25,000 *at wholesale, will be given to winners in a Coast-to-Coast promotion for Eagle Lion Classic's "Mr. Universe" through a tieup effected with Helbros Watch Co. The promotion, at the local level, will include window displays, newspaper space, TV trailers and radio announcements, and all will be timed for local playdates. In addition, another tieup has been completed with Owendale Men's Jackets, whereby their* 15,000 *dealers will display special material showing Jack Carson wearing an Owendale original model.*

•

The March issue of *Seventeen* features a profile on Dan Dailey, 20th Century-Fox star, written by entertainment editor Edwin Miller. The illustrated double spread is titled ". . . And He Made It." It tells how Dailey earned his reputation as a song-and-dance man, and plays it straight in his forthcoming picture, "I Can Get it for You Wholesale."

•

The world premiere of Warner's "Raton Pass" will take place today at the Kimo theatre, Albuquerque, New Mexico, and will be followed by 250 regional openings within 10 days, in Western and Pacific states. Stars of the picture will be greeted at the Santa Fe station in Albuquerque by an Indian band, a cowboy band, a Mexican group in fiesta costumes and the Early Pioneers of New Mexico. The premiere attractions will move tomorrow night to the El Raton Theatre, Raton, N. M., where a turnout of cowboys from the famous T-O ranch will join the party. Press and radio coverage is aimed to cover a radius of 300 miles of the premiere situations.

WALTER BROOKS

Review

"M"

(Columbia)

ALL kinds of psychopathic killers have passed in darkening parade since the cycle first developed its head of steam in Hollywood, and many of the characters since displayed have been unsavory and pretty horrible. The probability now is that a new high is established with this remake of one of the most famous of early German films in which Peter Lorre originally played the maniacal child murderer and Fritz Lang directed.

Seymour Nebenzal, who produced both, has made a film which is shot through with undeniable power although unevenly developed. But it is the kind of dramatic power which inclines to fascinate and hold attention by its ability to repel and repulse. Obviously, the story of a man with a twisted mentality which compels him to strangle a half-dozen bright-eyed children is not pleasant and, it might well be argued, hardly suitable material for a motion picture available to anyone capable of buying a ticket no matter where. The murders, obviously, are not shown, but they are indicated with unmistakable clarity. No one can possibly misunderstand what David Wayne is up to.

As the killings proceed unchecked by a baffled police department, panic gradually takes hold in the community. The police, clearing through detective Howard da Silva, throw out dragnet after dragnet and interrupt routines to the point where the underworld syndicate finds its floating crap games, numbers racket, slot machines, *et al.*, falling on hard times. Martin Gabel, top gang leader, is smart enough to realize the only way to lift the heat is to get the killer. It is his organization, its tentacles reaching into every corner of the city, which runs down Wayne intending to turn him over to the police. In an underground garage, rum-sodden Luther Adler, Gabel's mouthpiece, holds a kangaroo court to decide Wayne's fate. The police determine the issue by arriving at the crucial juncture.

Joseph Losey's direction leans toward the semi-documentary. In this area, he has achieved many arresting touches and effects. Much of "M"—for murderer—is photographed on true-to-life locations which raise the overall impact of realism. Wayne, in his most important straight dramatic role, handles a difficult part very commendably, his big scene developing before the kangaroo court. Effort to create a measure of sympathy for him endeavors to break through here and there, but it is only fleetingly successful. The fault may not be his, but Wayne's monstrous crimes outride attempts to pin the blame on his unhappy youth or an indifferent society. Other principals, notably da Silva and Gabel, are dramatically hard-hitting.

"M" is anything but pretty. It is morbid, depressing, and shocking. But, because it is a shocker, there undoubtedly are situations where it will display box-office weight. Like mother, the exhibitor knows best.

Norman Reilly Raine and Leo Katcher wrote the screenplay and Waldo Salt contributed additional dialogue.

Running time, 88 minutes. Adult audience classification. For March release.

RED KANN

Supreme Court to Rule on TV Color

WASHINGTON, March 5.—The U. S. Supreme Court today agreed to rule on the legality of the Federal Communications Commission's order approving CBS color television.

The court said it would hear arguments on an appeal by RCA from a decision of a special three-judge court in Chicago. That court upheld the FCC action, but left in effect an order restraining CBS from actually starting color telecasting until April 1 or until the Supreme Court acts.

Indicating it plans to move quickly in the case, the high court immediately set it down for March 26.

RCA Brochure Gives Details Of TV Tri-Color Tube

Production details of RCA's new tri-color tube for television, until now a "top secret," have been made available to electronics manufacturers in a brochure issued by the company. RCA's color system, of which the tube is the integral part, has figured in the dispute with the FCC.

20th-Fox Decree

(Continued from page 1)

day. It is expected that the stockholders will be asked at that time to approve any divorcement plan agreed upon by the government and the company.

'U' Retires Block Of Its Pfd. Stock

In line with a board of directors' resolution, Universal has retired $140,000 worth of 4¼ per cent cumulative preferred stock which had been allocated to the corporation's sinking fund, it was reported here yesterday.

Representing 1,400 shares with a par value of $100 each, the retirement reduces to 93,200 the number of preferred shares of authorized capital stock. These now include 63,000 shares of the series designated as 4¼ per cent cumulative and 30,000 shares not as yet assigned to any series.

The company has certified to the Office of the Secretary of the State of the State of Delaware that the 1,400 shares were purchased out of surplus at prices not exceeding the price at which they might be redeemed. The company's certificate of incorporation provides that all shares of 4¼ per cent cumulative preferred stock allocated to the sinking fund shall be retired and such shares may not be reissued.

Fromkess

(Continued from page 1)

tentatively named United Pictures, will be held at the Stevens Hotel in Chicago on April 15-16. The plan, which banks have indicated will have their cooperation, calls for Fromkess and the franchise holders to finance jointly on a 50-50 basis.

Short Subject

"Strategy for Victory"

(March of Time-20th Century-Fox)

The current issue of March of Time reviews the tactics used by Russia to build up its strength in Europe, and the action that the United States is employing through the Marshall plan and arms aid, to form a bulwark against Soviet aggression. Officers of the combined Army of the North Atlantic Treaty Nations are shown schooled in the use of American arms and coordinated tactics under General Eisenhower. The picture should prove interesting to the general public insofar as it is a pictorial account of the various news reports that have appeared in the papers for the past several months. Running time, 18 minutes.

Rosen and Schneider Name UJA Aides

Sam Rosen, Fabian Theatres, and Abraham Schneider, Columbia Pictures, co-chairmen of the amusement division of the United Jewish Appeal, have selected additional officers and members of the industry's 1951 campaign for overseas Jewish aid.

Co-chairman of the independent exhibitors committee are: Manny Frisch, Julius Joelson, Fred J. Schwartz and Solomon M. Strausberg. Members of the committee are: A. J. Balaban, Herman Becker, Harry Brandt, William Brandt, Leo Brecher, Max A. Cohen, Ed Fabian, Leonard Greenberg, Phil Hodes, Arthur Mayer, Charles B. Moss, Walter Reade, Jr., Samuel Rinzler, Michael Rudin, Edward Rugoff, Morris Seider, George P. Skouras, Morton Sunshine and David Weinstock.

Charles B. Moss is chairman of the purchasing agents committee. Members are: Charles Beigel, Ethel Black, James F. Burns, Jules Catsiff, Walter Dunn, William Friedman, Ida Garretson, Lou Goudreau, Milton Green, Joe Hornstein, Nat Lapkin, Peter Lewis, Herman R. Maier, Harry Nadel, Jack Price and Max Seligman.

Spyros Skouras has again accepted the chairmanship of the corporate gifts committee. Company chairmen are: Columbia, Max Seligman; Loew's, Irving Greenfield; National Screen, George Dembow, Jr.; Paramount, Arthur Israel; United Paramount Theatres, Robert Weitman; RKO Theatres, Sol Schwartz, Harry Mandel and Robert Goldfarb; 20th Century-Fox, Jack Lang and Ulrich Bell; Universal, Adolph Schimel; Warner, Sam Schneider.

Laboratory chairman is William J. German. Other divisional heads are: Music publishers, Julius Collins; legitimate theatres, Alan Corelli; talent, Robert Weitman; talent agencies, Sam Rauch.

Members of the publications committee are: Jack Alicoate, Abel Green, Red Kann, Chic Lewis and Martin Quigley. Tom Murtha was named chairman of the labor committee as business representative of Theatrical Stage Employees, Local No. 4, AFL.

Okla. TOA Sets Convention Plans

OKLAHOMA CITY, March 5.—Debbie Reynolds, *Life* cover girl, will be the stellar attraction at the Oklahoma Theatre Owners convention here March 25-27, it was announced today after a directors meeting. President Morris Lowenstein presented a detailed outline of convention plans, which was approved.

C. B. Akers, chairman of the legislative committee, alerted the group to a possible enabling tax bill.



wins SEVENTEEN's Picture-of-the-Month Award for March. This romantic comedy of young love vs. mother-in-law antics calculates to be a "top box office" natural for the 7½ million teenage girl movie fans. Millions of them will learn all about its rollicking fun as they read the many pages of Movie News in

seventeen

THE ENTERTAINMENT MAGAZINE FOR HIGH SCHOOL GIRLS





owes much of its captivating humor to the new comedy star Thelma Ritter in the hilarious role of mother of the groom. We know that SEVENTEEN's Picture-of-the-Month Award will reward its exhibitors with "top box office" as millions of teenage girls will read about it and its stars, Gene Tierney and John Lund, Thelma Ritter and Miriam Hopkins. Directed by Mitchell Leisen.

A Paramount Picture

Paramount Pictures

NCAA to Conduct Regional Football Test Telecasts

CHICAGO, March 5.—The National College Athletic Association meeting here at the LaSalle Hotel, gave Tom Hamilton, Pittsburgh's director of athletics, authority to conduct regional TV experiments to determine the effect of telecasts on college games.

Meeting with representatives of TV networks, Zenith's Phonevision, the Television and Radio Manufacturers Association, and Robert O'Brien, secretary-treasurer of United Paramount Theatres, Hamilton said, "A lot of study is needed before we decide which form of football telecast is best for experimental purposes." Hamilton plans to study all experimental telecast forms completely before reaching any conclusions.

Non-Compliance

The NCAA also moved for the expulsion of any member who does not comply with the one year "moratorium" on "live-television" agreed upon at the recent NCAA meeting in Dallas. Any member voluntarily permitting "live" TV would "not be in good standing" and would be recommended for expulsion."

If legislative action forces "live" telecasts of grid games, as has been suggested in Ohio, Illinois, and other state legislatures, the member using "live" telecasts will be asked to withdraw from the Association.

Meanwhile, it was learned that 25 members of the National College Athletic Association, representing that many schools, were guests of Zenith Radio Corp. at a 20-minute demonstration of Phonevision last night.

'14 Hours' Opens At Astor Here

World premiere of 20th Century-Fox's "14 Hours" was held at the Astor Theatre here last night. A special police detail was on hand to route traffic and high-powered kleig lights played on the theatre. Interviews with noted personalities were conducted by Martin Starr for station WINS. Newsreel cameramen were also on hand.

Over 400 Situations Set for 'Up Front'

The world permiere of Universal-International's "Up Front," set for March 24 at New York's Loew's State Theatre, will launch more than 400 dates for the film from Coast-to-Coast in April, C. J. Feldman, U-I's domestic sales manager, announces.

Plan Allied Convention

At a general membership meeting here yesterday, Allied Theatre Owners of New Jersey, which will be host to Allied States Association's national convention here next fall, completed perliminary plans for the event. Wilbur Snaper, New Jersey Allied president, said he would announce the plans today.

Services for Kendis

CLEVELAND, March 5.—Funeral services for Philip D. Kendis, 79, former head of Exhibitor Poster Exchange, who died at his home here Friday, were held Sunday. Survivors are the widow, two daughters, in addition to a son.

ASCAP Offers 'Per Program' TV Plan

Unable to reach an agreement with a committee representing the television stations although negotiations have been in progress for nearly two years, Otto A. Harbach, ASCAP president, has announced that the Society will send to television stations this week a form of per-program license agreement, in accordance with the provisions of the interim license agreements now in effect.

Harbach's letter to the stations accepting the per-program agreement will say: "We wish to assure you that the enclosed form of per-program license represents our sincere effort to arrive at a fair return on the basis prescribed by the per-program committee of your industry—that is, one on which no payment is to be made on spot announcements between programs, even though the program preceding or following the spot announcement is one which contains ASCAP music."

TV Talent Hearing Back to Hollywood

HOLLYWOOD, March 5.—Hearing on Television Authority's petition for representation of all actors and extras in television work, "live" or film, will be transferred here from New York where they have been in progress the past fortnight, in order that working procedures in filming the "Amos and Andy" television program may be studied. New York NLRB hearings officer Chester Wigden so ruled on Friday after hearing testimony submitted by Screen Actors Guild and Screen Directors Guild officers, who returned to Hollywood today.

SAG and SEG had intervened in the New York case, in which TVA sought recognition from the television networks, on the ground, that SAG and SEG have jurisdiction over all actors and extras working in television films.

New 'Red' Hearings Shift to Capital

WASHINGTON, March 5.—The pendulum seems to be swinging back toward hearings here late this month by the House Un-American Activities Committee on Communist activities in Hollywood.

For a time, Committee Chairman Woods (D., Ga.) was "plugging" for a three-man sub-committee to hold hearings in Hollywood. But other members of the Committee feel they can garner more publicity by having the hearings here, and are out-voting Woods. Present plans of the Committee are to have a few days of hearings here starting on March 21, before the House quits for its Easter recess, and then hold additional hearings after the Easter vacation. The in-between period would be used for the staff to develop leads furnished at the initial hearings, for use at the later hearings, it is understood.

Meanwhile, subpoenas have been issued for another 10 to 12 Hollywood figures, bringing to more than 30 the total number of witnesses being sought for the Committee's hearings.

Motion Picture Daily Feature Reviews

"Teresa"

(Arthur Loew-Metro-Goldwyn-Mayer) *Hollywood, March 5*

EXHIBITORS operating so-called "art theatres" might do quite a thing with this picture by advertising it as proof that an American producing outfit can take a crew to Italy and come back with a picture as good, in the same ways, as the Italian outfits export to us. Such advertising might induce controversy and attendance. But the commercial exhibitor is likely to find it much more difficult to persuade his regular customers to turn out in force for a 103-minute feature unprovocatively titled, thin as to names, and decidedly scrambled in point of subject matter. Whether customers who do turn out for it will consider themselves repaid for their time and money is for tomorrow to tell, but those among them who do will have won out over many discouragements. These include background noises that obscure the dialogue, much of which is in Italian or spoken with Italian accent, abrupt changes of scene, arbitrary switches of theme emphasis and, finally, a resort to close-ups of babies as a means of rescuing a floundering story.

The players, in screen-credit order, are: Pier Angeli, an Italian actress, John Ericson, Patricia Collinge, Richard Bishop, Peggy Ann Garner, Ralph Meeker, Bill Mauldin, (famed otherwise than for acting), Ave Ninchi, Rod Steiger, Aldo Silvani, Tommy Lewis, and so on. The film was produced by Arthur M. Loew, largely in Italy and partly here, and directed by Fred Zinnemann, who made quite a name for himself with "The Search," a fact an exhibitor can refer to in exploiting this picture. The screenplay is by Stewart Stern, from an original story by himself and Alfred Hayes. There appears to have been some lack of agreement between them as to what they were going to write about.

The picture opens in Italy, near the close of World War II, with Ericson, a big, but timid New York recruit, joining an Army company that has taken possession of a small Italian town where Miss Angeli, mild-mannered member of a large family, lives. They are attracted to each other, and are getting on fairly well when he is sent into action, loses his nerve, becomes shocked and is hospitalized. Released from the hospital when cease-fire has come, he returns and marries her, leaving shortly thereafter for New York, with her to follow. At home he decides to conceal the fact of his marriage for a time from his family, but his mother finds out about it, and eventually he sends for his wife. When she arrives they share the parental apartment with his father, mother and sister, and he seeks work, but does not have much luck at it until, after his wife has told him she is expecting and he has ordered her to go away and have her baby somewhere else, he gets a job in a YMCA and leaves home. He is miserable, his possessive mother, to whose solicitudes his weaknesses have been attributed by now via various incidents, is miserable, and his father, dominated by the mother, is presumably miserable also, until his wife pops up in the hospital having birth pains and lets them know where she is. That fixes up everything, to the satisfaction of the writers, at least, although it leaves half a dozen story points flapping in the breeze.

Some of the scenes shot in Italy, especially some views of Rome, are very interesting, scenically, and at times, as when the camera is showing the hunger on the faces of starving children, the film is momentarily eloquent.

Running time, 103 minutes. Adult audience classification. Release date, not set.

WILLIAM R. WEAVER

"Only the Valiant"

(William Cagney Productions—Warner Brothers)

THE FAMILIAR battle tale of men facing insuperable odds is given a gripping performance in this William Cagney production starring Gregory Peck as a taciturn martinet whose life is in as much danger from the men under him as from the Indians they battle. Gordon Douglas' direction of the screenplay by Edmund H. North and Harry Brown keeps attention focussed on the little band of men, split and embittered by their own hatreds and fears, who hold off marauding Apaches for three days. Action-minded audiences will find this taut, well-paced film to their liking.

The locale is Arizona in 1867 when U. S. Cavalry posts were the only protection against the unsubdued Apaches. When a young lieutenant, Gig Young, is sent on a suicide mission the garrison blames Peck because of Young's rivalry for the hand of Barbara Payton, daughter of another officer. Already hated by the men as a stern disciplinarian, though grudgingly admired as an officer, Peck's move to protect the fort from an impending Indian attack by holding it off at an outpost is construed as motivated by suicidal remorse. Peck carefully chooses the men to accompany him from those that hate him most—determined, they think, to finish off his enemies as he himself dies. Actually, Peck has chosen them as the men the undermanned fort could most easily lose, but he fully intends to return with as many men as possible.

The picture's main sequences are in the outpost where the men, continually attacked through a narrow pass by the Indians, bicker and quarrel among themselves. Performances are excellent, with Ward Bond effective as a whisky-loving corporal, Lon Chaney as a brooding Arab trooper, Neville Brand as a brutal, ambitious sergeant, Jeff Corey as a scout, Dan Riss as a tubercular junior officer, and Warner Anderson, Steve Brodie and Terry Kilburn, all troopers. Only three, including Peck, survive by the time a relief troop, bearing a newfangled Gatling gun, arrives and vanquishes the Indians. Peck and Michael Ansara, the Apache chieftain, fight hand-to-hand as the battle ends.

Running time, 105 minutes. General audience classification. For April 21 release.

VAUGHAN O'BRIEN

"House on Telegraph Hill"

(20th Century-Fox)

ROBERT WISE's direction contributed substantially toward making this Robert Bassler production a satisfactory suspense thriller. Had the script by Elick Moll and Frank Partos not left a number of loose ends and unanswered questions for audiences to puzzle about after the picture closes, "The House on Telegraph Hill" might stand a few notches higher in the category. From a plus standpoint, though, the exhibitor is offered good star values, namely, Richard Basehart, Valentina Cortesa and William Lundigan. Capitalization on these and exploitation of the lady-in-distress theme should pay off agreeably at the box-office.

A Pole who had been persecuted by the Nazis, Miss Cortesa employs the strategem of impersonation to secure entry into the U. S. Over here she seeks out the wealthy 10-year-old son (Gordon Gebert) of the dead Polish friend whom she pretends to be, marries the child's guardian and soon has reason to believe that the bridegroom, Basehart, is bent on murdering her so he may have undisputed control of the boy's wealth and possession of the family's roccoco mansion on San Francisco's Telegraph Hill.

Tension mounts subtly under Wise's direction as the husband takes to stalking the hapless lady from room to room. Additionally, a fearsome mood is heightened by the use of familiar lighting and lensing contrivances. On top of this, a measure of actuality is suggested by the many location shots featuring San Francisco's buildings and precipitous streets. In the climax, Basehart is stricken by a poisoned drink he had intended for Miss Cortesa, but thereafter the film takes leave of what believeably it had achieved. The audience knows the lady is innocent of murder, but the investigating police seem shockingly unquestioning in accepting as true the story of one who admittedly had entered the country illegally. Thus Miss Cortesa is free to marry a sympathetic friend, Lundigan, while the child's intransigent nursemaid, who had been the wife's rival for Basehart's affection, is taken into custody on a relatively flimsy charge.

Running time, 93 minutes. General audience classification. For June release.

CHARLES L. FRANKE

"The Magnet"

(Rank-Universal-International)

THE adventures of an English schoolboy whose acquisition of a large magnet leads to a series of misunderstandings with his parents and his nurse form the narrative base for this Michael Balcon British-made production. The reactions of the boy and others around him point up the differences between English and American behavior patterns—and, incidentally, the film exemplifies the differences in U. S. and English cinema tastes. "The Magnet" will do best at "art" theatres in this country.

T. E. B. Clarke, the screen writer, and Charles Frend, the director, seemed not to have completely made up their minds whether this film was intended to be a psychological study of a 10-year-old boy, a quiet English domestic comedy or a satire on psychologists. However, despite certain satiric and humorous overtones, the film's major impact puts it into the psychological study class.

Actor William Fox effectively plays the principal role, the only child of psychologists Stephen Murray and Kay Walsh. The boy trades an "invisible watch" for a large magnet with a much younger child. The child's nurse accuses the boy of stealing. He runs off and soon believes the police are after him. After several unsuccessful attempts to get rid of the magnet, he presents it to the organizer of a campaign for an iron lung for the local hospital. The magnet is auctioned in the fund campaign and finally is mounted on the iron lung as a tribute to the unknown donor.

Meanwhile, the psychologist father makes a completely inaccurate diagnosis for his wife of the boy's worries. In the end the boy meets the child whom he thought had died as a result of losing the magnet, and trades back his "invisible watch" for the gold medal which the mayor had bestowed on him for his part in the hospital campaign.

Running time, 78 minutes. General audience classification. February release.

"Flame of Stamboul"

(Columbia)

AS A SPY MELODRAMA, "Flame of Stamboul" runs a standard course. It has some good action and conflict scenes although the story is quite transparent.

Set in Istanbul, the story concerns a gang of thieves that are out to get defense plans which are vital to the protection of the Suez Canal. Dispatched to the distant outpost is an American intelligence officer, played by Richard Denning. The vital plans are concealed in a jewel box of a wealthy Egyptian who is attending a peace conference. By way of strategy, the outlaws get Lisa Ferraday to assume the identity of a dancer known as the Flame of Stamboul, and then press her into friendly relations with the Egyptian's son. Denning has considerable difficulty getting necessary information before he finally cracks the case. By way of romantic denouement, he also wins Miss Ferraday after persuading her of the virtues of uprightness.

George Zucco plays the mastermind of the criminals, known as "The Voice," while Nestor Paiva plays another American operative who is killed in the dangerous business and Norman Lloyd portrays the part of the paid informer.

The production is done in a sepia tint. Wallace MacDonald produced and Ray Nazarro directed, from a screenplay by Daniel B. Ullman.

Running time, 68 minutes. General audience classification. For April release.

MANDEL HERBSTMAN

Hope for 'Freeze' Ruling by Weekend

Washington, March 5.—Officials of the Wage Stabilization Board said here today they "certainly hope" to have some ruling by the end of the week on the request of Hollywood producers and talent guilds for relief from the wage "freeze." Spokesmen for the Hollywood groups met with the WSB officials again on Saturday and today.

Sell 'Twist' As a 'Regular' Feature

"Oliver Twist" prints carrying the seal of the Production Code Administration will be in Eagle Lion Classic's exchanges from next week on, it was reported here yesterday by Bernard G. Kranze, ELC distribution vice-president. The picture, he added, will be sold as a regular feature, meaning that whatever plans there may have been for increased prices, on a reserved-seat two-a-day policy have been abandoned. April 17 has been set for national release of the film.

Howard LeSieur, ELC advertising-publicity director, announced at the same time that his department will give the picture "A" treatment "all the way." The advertising department, he added, is prepared to spend more in promoting the film than is set aside ordinarily for regular company releases. Referring to the promotional effort and sums expended on a previous J. Arthur Rank film that went through U. A., LeSieur said "Oliver Twist" will receive "'Red Shoes' treatment on a regular release."

New NPA Unit

(*Continued from page* 1)

needed in an area being built up by the Atomic Energy Commission, the OCR might help the owner get building materials. Again, if a studio is having trouble getting a particular item essential to its operations, OCR might help out. The NPA film division, headed by Nathan D. Golden, will remain as the group charged with administering controls affecting the film industry and working out broad material problems that affect the entire industry. OCR will come in chiefly as a helper in individual cases where something is needed for an essential service.

The new head of the division, announced today, is Lewis Allen Weiss, former chairman of the board of the Mutual Broadcasting System and an NPA consultant since Jan. 15. He was prominent in California broadcasting circles and briefly was a management adviser for the Hughes Aircraft Co.

6 Rank Films to Mayfair for West

Los Angeles, March 5.—Six J. Arthur Rank productions comprise the initial release schedule of the newly-formed distributing company, Mayfair Pictures, here. The company will service 11 Western states with offices in San Francisco, Seattle and Portland, as well as here. British featurettes and American reissues also are on the company's schedule.

ELC Sales

(*Continued from page* 1)

justice to foreign product." Prestige formerly handled J. Arthur Rank "art" product going through Universal here.

An individual to head up the new "art" sales unit will be named soon by Kranze, who once was associated with the Prestige set-up. He pointed out that not all foreign-made pictures released by ELC will be channeled into the new unit. "Just pictures which seem to be designed for 'art' theatres' screens" will be sold through it, he explained. The appointee will tour the country to sell the films.

The following three-month regular release schedule was announced by Kranze: "My Outlaw Brother" (formerly "My Brother, the Outlaw"), produced by Benedict Bogeaus, starring Mickey Rooney, Wanda Hendrix and Robert Preston, March 15; "Circle of Danger," produced by David E. Rose, starring Ray Milland and Patricia Roc, March 22; "Skipalong Rosenbloom," starring Maxie Rosenbloom and Max Baer, April 3; "Badman's Gold," produced by Jack Schwarz, April 3; "The Long Dark Hall," produced by Peter Cusick, starring Rex Harrison and Lilli Palmer, April 10; "Oliver Twist," starring Robert Newton and Alec Guinness, April 17; "When I Grow Up," produced by S. P. Eagle, starring Bobby Driscoll and Robert Preston, April 20; "Volcano," produced and directed by Willian Dieterle, starring Anna Magnani, May 1; "Fighting Rebels," produced by Schwarz, May 8; "Cairo Road," a Bering Production, May 8; "Hoodlum," produced by Schwarz, May 15; "Two Guys and a Gal," produced by John Arent, May 15; "Man With My Face," produced by and starring Ed Gardner, May 22. Early June, Kranze said, will see release of Cusick's "Pardon My French" and Schwarz's "Revenge."

Kranze said he expects to appoint an assistant distribution-executive in the near future.

In answer to reporters' questions, Kranze said the company's contracts with its producers provide that pictures are not to be made available for television showings until after they have completed all theatre runs.

Compo Seminar

(*Continued from page* 1)

for the first seminar. Sullivan will leave here today by train for the Coast.

Noting that exhibition appears to be "flexible" on the question of a date for the first seminar, Sullivan said once he learns what time would be satisfactory to the Coast segment of the industry, plans can get under way accordingly. The COMPO seminars, approved at a meeting of the all-industry agency board in New York last year, are intended to implement a closer working relationship between the various branches of the industry.

Herman M. Levy, TOA general counsel, will accompany Sullivan to the Coast. Ted R. Gamble, TOA stalwart, who is in Hollywood at present, is expected to join Sullivan in the seminar planning conferences.

N. Y. ITOA Okays Compo Plan

The Independent Theatre Owners Association of New York has ratified the proposed change in the by-laws of COMPO.

N.Y. Grosses

(*Continued from page* 1)

some time. Top stage attraction is songstress Josephine Baker, whose appearance was heralded by ads on newspaper concert pages, in addition to regular cinema spots.

Another newcomer is "Three Guys Named Mike" at the Capitol where an all-right $43,000 is due for a first week. Johnnie Long's band is on stage. "Cry Danger" is bowing out at the Paramount after a two-week stand; an estimated $50,000 gross for the final week is not bad; "Molly" will open there tomorrow.

"Payment on Demand" is having a fair third and final week at the Music Hall, with $105,000 expected. "Royal Wedding" and the annual Easter show, staged by Leon Leonidoff, will open there on Thursday. At the Roxy, "U.S.S. Teakettle" is modest in a second week, with about $55,000 expected, but it will hold for a third week; the Ritz Brothers are on stage.

"Born Yesterday" is still a consistent money-maker at the Victoria, with a fine $24,000 expected for an 11th week. Also holding up well is "Tomahawk" at Loew's State, with a gross of about $15,000 due for a third week. At the Rivoli, "The 13th Letter" is having a fair second week, with $12,000 estimated.

"14 Hours" Opens

"Harvey" bowed out of the Astor yesterday after 11 weeks, with $9,500 racked up for the last six days. Last night "14 Hours" had its premiere there, with the regular run starting today.

"Target Unknown" opened at the Criterion on Saturday with the first week's gross heading for a satisfactory $15,000. "No Orchids for Miss Blandish" is holding up well at the Globe, with $15,000 expected for a second week. Two reissues, "Dodge City" and "Virginia City," are still doing excellent business at the Mayfair, with an approximate $16,000 gross for a second week.

The Bijou's long run of "Cyrano de Bergerac," showing twice a day, continues in a 17th week, with a satisfactory $8,000 expected. "Trio" at the Sutton is still moving along in a 22nd week, with a gross of about $5,500 due.

"Of Men and Music," which has been doing excellent business at the Park Avenue, is down a bit to a $7,000 gross for a third week, but that figure is still excellent for the house.

Heineman-UA

(*Continued from page* 1)

industry has had a harder-hitting sales force on quality product," Heineman told the U. A. personnel. "I know that given a steady flow of quality product you will come through with the kind of performance that will again place United Artists among the very top majors of the industry. Every person in this company will be given ample opportunity to prove his worth by pulling his own weight in the tremendous job that lies before us," Heineman said, indicating that he starts his job with no plans for a turnover of personnel.

His message reported "expressions of good will and cooperation" received by United Artists from leading exhibitors as well as independent producers.

Beznor Hits 'Freeze' In Johnston Plea

Milwaukee, March 5.—In a wire to Eric A. Johnston, Economic Stabilization Administrator in Washington, David Beznor, general counsel of the Colesseum of Motion Picture Salesmen of America, has appealed for the exemption of film salesmen's salaries from the wage freeze.

"Immediate relief is necessary to permit freedom of collective bargaining," Beznor urged. He is due to open negotiations soon with the distributors.

Studio Labor Peace

(*Continued from page* 1)

meeting, was the principal issue dealt with, again unsuccessfully, in a second meeting late on Friday. Brewer today said he has no intention of letting the matter drop, and that he believes a common ground for a compromise can be found, possibly in another meeting some time this week. None has been scheduled so far.

Although the offer has been made to all unions on an all-or-none basis, the IATSE has taken the lead in negotiations and the belief is that others will follow the IATSE pattern.

The offer, which includes a cost-of-living provision following the General Motors formula and using the Jan. 15 price level as a base point, represents approximately $4,000,000 annually at the present production employment rate, according to studio statisticians. It would go into effect on acceptance.

U.S.-Italian Pact

(*Continued from page* 1)

resentative in Italy, upon his arrival on the *S.S. Ile de France.*

Canty said it was an "adjustable situation" and added the expectation that the forthcoming study here of the Italian delegation will lead to a film agreement. The delegation will sail for America today on the *SS Queen Mary.* The committee is composed of Eitel Monaco, president of ANICA, representing general trade organization; Dr. Renato Gualino, president of the Italian Producers Association; Francesco Penotti, president of the Italian Distributors Association; Italo Gemini, president of the Italian Exhibitors Association, and Michele Lauria, secretary of the delegation.

Canty said he would report today to John McCarthy, MPAA vice-president in charge of the international division.

Cohen Named

(*Continued from page* 1)

the ELC board as well. The latter has become United Artists' distribution vice-president.

Cohen, who is 46, started his film career as a salesman with UA in Chicago in 1929, joining Columbia in a similar capacity in 1931. The following year he became Columbia's Detroit sales manager, and in 1938 took a similar post with RKO, becoming RKO Detroit branch manager in 1942.

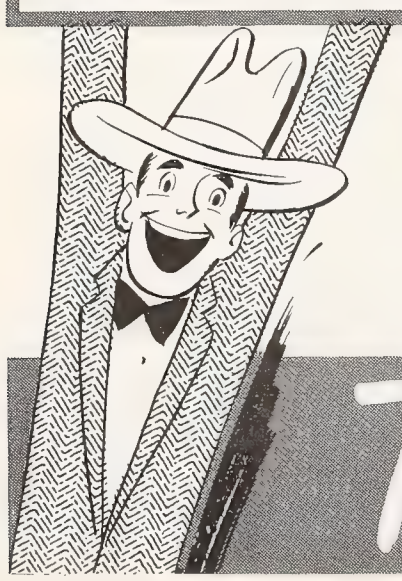
Cohen is scheduled to begin a tour of ELC exchanges at an early date.

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VOL. 69. NO. 45 NEW YORK, U. S. A., WEDNESDAY, MARCH 7, 1951 TEN CENTS

Tax Threat A Possibility in New Hearings

Treasury May Change Its Stand on New Revenue

WASHINGTON, March 6. — The film industry, which in the Administration's original taxation program avoided a request for direct new taxes, may not fare as well in further methods to be asked to raise more money.

The House Ways and Means Committee plans to ask Secretary of the Treasury Snyder to return shortly to outline his proposals for raising still more revenue than the $10,155,000,000 which his earlier plan would bring in. When he testified on that plan, Snyder said there was no need for new taxes on the film industry "at this time." Whether the Treasury's views have changed is what now remains to be seen.

The President and Snyder told Congress they wanted to handle taxes in two packages—a $10,155,000,000 first bill and another later bill to make up whatever is needed to put the govern-

(*Continued on page 2*)

AAA Now Covers Whole of U. S., On 24-Hour Basis

The American Arbitration Association, whose facilities have been made available to the motion picture industry, has expanded those facilities to "every industrial nook and cranny" and has alerted its 12,500 arbitrators to be on 24-hour call to settle labor and business disputes anywhere in the country, A. C. Croft, AAA president declared last night.

(*Continued on page 4*)

Military Bonus to Columbia Servicemen

Columbia will grant military bonuses to its employees. Retroactive to Jan. 25, 1950, the rate structure calls for two weeks' salary to employees leaving for military duty after six months with the company and four weeks' salary for those who leave after one year, it was announced here.

ONTARIO EXHIBITORS GET TAX CUT, SECOND IN TWO YEARS

TORONTO, March 6.—In his budget speech today, Premier L. M. Frost gave exhibitors of Ontario a pleasant surprise when he announced an early reduction in the provincial government's amusement tax from 15 to 12½ per cent of the face value of admission tickets. One year ago the tax was reduced from 20 to 15 per cent. The new reduction will most likely become effective on April 1, as was the case last year.

The Ontario government leader revealed that the admission tax revenue for the past fiscal year was $6,400,000 and estimated that even with the reduction the provincial ticket-tax receipts for the next 12 months would be $6,000,000. By further comparison, the federal government, which previously collected the war amusement tax derived $6,300,000 from Ontario theatre patrons in 1949 when the im-

(*Continued on page 4*)

UK Circuits Failed To Meet '50 Quota

LONDON, March 6.—Britain's three major circuits, Odeon, Gaumont-British and Associated British Cinemas, were unable to meet Britain's 40 per cent quota last year, a report released today by the Board of Trade for the quota year ended last Sept. 30 reveals. British pictures played by the three circuits attained only a 35 per cent average.

Total quota defaults of the circuits were 756, which accounted for 32 per cent of total defaults. In all, 1,510 theatres were granted reduced quotas ranging from 36 to 10 per cent. After

(*Continued on page 4*)

Stresses 'Hardship' Building Approval

WASHINGTON, March 6.—National Production Authority officials today stressed that present NPA policy permits—on a hardship appeal basis—building of theatres in areas where they are needed to take care of an influx of war workers, Army camps or other expanding populations.

This was their comment on the request of J. Robert Hoff of the Ballantyne Co., for a meeting of the Equipment Advisory Committee to discuss liberalization of the construction limitation order to permit such building.

"Everything he asks for is already

(*Continued on page 2*)

Real RKO Divorce Means Hughes Sells Theatre Stock: US

WASHINGTON, March 6.—The Justice Department told the New York Statutory Court today that it must set a time limit for the sale of Howard Hughes' holdings in RKO Theatres in order to "insure that the RKO divorcement is one in fact as well as in theory."

The Department's statement was contained in a 21-page brief filed with the court in connection with a Justice motion to force Hughes to sell his theatre stock.

The Hughes argument that it has never been proven that his ownership of 24 per cent of the company's stock gives him control was referred to in the Government brief as "a red herring." It is clear, Justice argued, "that

(*Continued on page 2*)

Change Paramount's Release Schedule

A. W. Schwalberg, president of Paramount Film Distributing Corp., reports the following changes in the company's release schedule:

"Passage West," originally set for June with "Dear Brat," has been moved back to July. In its place, Paramount will release in June two re-issues (titles to be announced). The July program will now consist of "Ace in the Hole" and "Passage West." "Warpath," originally due in July, has been pulled, and a new release date will be announced. To the August list of a "A Place in the Sun" and "That's My Boy," Paramount

(*Continued on page 4*)

Ohio Drive-ins Hit Proposed Tax Boost

COLUMBUS, O., March 6.—Opposition to the proposed bill in the Ohio legislature which would allow township trustees to levy three per cent admission taxes and to the proposal to reinstate the state three per cent admissions levy was voiced at a meeting of the Ohio Drive-in Theatres Association here today, attended by 150 persons.

Members also went on record in

(*Continued on page 2*)

1st Industry Post-Freeze Pay Hike Pact

IATSE, 20th-Fox to Go To WSB on DeLuxe Deal

With a Wage Stabilization Board ruling pending on appeals for relief within the industry from the wage freeze, the IATSE has come up with the first definite pay raise agreement since the freeze went into effect in January.

The agreement is with 20th Century-Fox and calls for a 10 to 12 per cent increase for its DeLuxe Laboratory office workers here. Attorneys for the company and IATSE Motion Picture Home Office Employes Local No. H-63 are seeking a WSB verdict on the agreement. That verdict, should it precede the relief ruling sought, would be in effect either a "stop" or a "go ahead" signal for negotiations everywhere in the industry.

Confidence that WSB will come

(*Continued on page 4*)

1951 Allied States Convention Set For Oct. 28 Here

Allied States Association's 1951 national convention will be held at the Biltmore Hotel in New York next Oct. 28 through Nov. 1, Wilbur Snaper, president of New Jersey Allied, reported here yesterday following a meeting of the regional organization. The New Jersey unit will play host to the national convention delegates, hence the regional is called

(*Continued on page 2*)

Snaper, Dollinger On COMPO Board

Wilbur Snaper and Irving Dollinger, president and board chairman, respectively, of Allied of New Jersey, have been named by that organization to represent it on the board of directors of the Council of Motion Picture Organizations under the new governing structure which has been voted for COMPO.

Personal Mention

GEORGE L. CARRINGTON, president of the Altec companies, has arrived here from Hollywood.

•

OSCAR NEU, president of the Theatre Equipment Supply Manufacturers Association, is due to fly from Hollywood to San Francisco on Sunday en route to Portland, Seattle and Salt Lake City.

•

CARROLL L. PUCIATO, Realart Pictures general manager in charge of exchange operations, has left here for a two-week tour of Midwest exchanges.

•

DAVID E. ROSE, Eagle Lion Classics producer, has returned here from the Coast.

•

KROGER BABB, president of Hallmark Productions, has returned to Hollywood from New York.

•

DON PRINCE, Eastern publicity director for RKO Pictures, is in Philadelphia today from New York.

RKO Divorce

(*Continued from page* 1)

there can be no actual divorcement as long as Hughes actually controls the picture company and retains his 24 per cent interest in the theatre company. Of necessity the theatre company must deal with the picture company. We think it clear there exists a very dangerous possibility of favoritism on the part of the picture company in order to make profitable Hughes' holdings in the theatre company."

The Justice brief charged Hughes with "attempting to thwart complete divorcement." It said that for the court to deny the Justice motion would be "to perpetuate an inequality with respect to the other defendants in this case."

Justice officials expect the court to dispose of the case on the basis of the briefs and the arguments heard earlier, without any further oral argument.

'Hardship' Approval

(*Continued from page* 1)

available," one NPA official said. "All a theatre owner has to do is to prove that the population has expanded so much that another theatre is needed and his appeal will be granted."

Nathan D. Golden, NPA film chief, confirmed that he had received such a letter from Hoff, a member of the Advisory Committee. He pointed out that if three members of an Advisory Committee ask for a meeting on a particular subject, the NPA must call such a meeting, but he said that he thought Hoff might withdraw his request when present NPA policy is explained to him. "We'll gladly give him a hearing if he still wants it, though, and can justify it," Golden stated. "But the point he makes comes under construction-control branch and not our film section."

Screen Credits Cut To Save Raw Stock

Hollywood, March 6.—Responding to film-stock conservation requests made by Nathan D. Golden, film-and-equipment division official of the National Production Authority, the board of directors of the Association of Motion Picture Producers has voted to eliminate all credit lists from the end of motion pictures. Credits listed at the beginning will remain intact.

Roth to Assist Tamarin at UA

The appointment of Leon Roth as assistant publicity manager to Alfred H. Tamarin was announced here yesterday by Max E. Youngstein, advertising-publicity vice-president for United Artists.

Roth has been with the company for the past seven years.

J. M. Sugar Named Kranze Assistant

Joseph M. Sugar has been appointed assistant to B. G. Kranze, distribution vice-president of Eagle Lion Classics.

Entering the industry in 1936 in Republic's sales department, Sugar in 1942 became manager of that company's contract department. Following service in the Armed Forces, he became manager of PRC's contract department, assuming a similar post when Eagle Lion merged with PRC.

Selwyn Is Casting Head of Monogram

HOLLYWOOD, March 6.—The appointment of William Selwyn as Monogram and Allied Artists casting director has been announced by Monogram president Steve Broidy.

Selwyn, formerly with Samuel Goldwyn Productions, Enterprise, and in charge of casting for "Joan of Arc," replaces Fred Messenger, resigned.

Ohio Drive-in Meet

(*Continued from page* 1)

favor of proposed legislation which would make Eastern Standard Time mandatory in Ohio. Members' theatres were assessed $100 each for campaign expenses. Drive-in owners also agreed to underwrite the cost of advertising sheets carrying the slogan, "Take the Whole Family to a Drive-in Movie Tonight."

Members of the tax committee were reaffirmed. They include Mrs. Ethel Miles, Horace Shock, Carlos Crum and Frank Yassenoff. Al Boudouris, Tower Auto Theatre, Elyria, was elected president; Shock, owner of drive-ins at Delphos and Vanwert, vice-president; Mrs. Miles, Columbus, secretary; and Jack Armstrong, Schwyn Theatres, Delphos and Portage, treasurer.

The board of directors were increased to 15 including officers. The board members include Lou Ratner, Cleveland; Paul Swingle, Dayton; Crum, Lancaster; Ken Veach, Uhrichsville; Horace Adam, Cleveland; Frank Nolan, Athens; Jim Dempsey, Toledo; Ray Watts, Delaware; Yassenoff, Columbus; Eddie Rabb, Akron, and Jack Steadman, Marietta.

NEWS in Brief . . .

Carbons will be in "adequate supply" in the "forseeable future," National Carbon said yesterday in a prepared statement, adding that in its opinion "there is no need for theatres or suppliers to overstock."

The statement was issued in connection with reports of current shortages of monazite sand, a raw material containing elements needed for a variety of industrial uses, including carbons for projectors, spotlights and other motion picture industry equipment.

•

Gloria Swanson was honored for the best performance by an actress for her role in Paramount's "Sunset Boulevard," at the first International Film Festival in Punta del Este, Uruguay, according to press dispatches.

•

"Cyrano de Bergerac" will move from New York's Bijou Theatre to the Golden on April 4 under an agreement reached by Stanley Kramer Distributing Corp. with City Investment Co., operator of both thetares. City Investment is associated with Lopert Films Distributing Corp., whose "Tales of Hoffman" has been booked into the Bijou for April 4. A road-show policy is effective for both pictures.

•

LONDON, March 6.—Ivor Novello, 57, actor, manager and composer on screen and stage since 1921, died here today. At the age of 15 he wrote the song, "Keep the Home Fires Burning."

Sutphen Will Appeal WB Consent Decree

WASHINGTON, March 6.—Sutphen Estates, Inc. has given notice of its intention to appeal to the U. S. Supreme Court provisions of the Warner consent decree. Sutphen tried to intervene in the case before the Statutory Court in New York in January. It owns the property on which the Strand Theatre is built, and said Warner had given it a 98-year lease. It objected to the consent decree on the ground that a lease with the top WB company would be replaced by a lease with a company with only part of the assets of the former company.

The New York Court denied the intervention, after hearing attorneys for both Warner and the Government argue that Sutphen's interests would be fully protected under the new set-up.

Phonevision Set For Next Week

CHICAGO, March 6.—Features for Phonevision test programs for next week include: "The Swordsman" Columbia, 1947 release; "The Great Man Votes," RKO, 1939; "Living in A Big Way," M-G-M, 1947; "The Lost Patrol," RKO, 1934; "The Mating of Millie," Columbia, 1948; "Unconquered," Paramount, 1947; "Two Sisters from Boston," M-G-M, 1946, and "Pride of the Yankees," (Goldwyn) RKO, 1942.

Newsreel Parade

AMBASSADOR Stanton Griffis in Spain and the fighting in Korea mark current newsreel highlights. Other items include President Truman on vacation and sport subjects. Complete contents follow:

MOVIETONE NEWS, No. 20 — Reds blasted at Seoul. President Truman on vacation. U. S. launches killer sub. *U.S.S. Wisconsin* recommissioned. Jet fighter ejection seat. Darryl Zanuck cited. Baseball. Bobsledding.

NEWS OF THE DAY, No. 254—UN at Seoul. Spain welcomes U.S. ambassador. Mayor Impelliteri welcomes actor Pier Angeli. President Truman on vacation. *U.S.S. Wisconsin* back in service. Jet ejection seat. Baseball, Bobsledding.

PARAMOUNT NEWS, No. 57 — Indoor track season climax. Ambassador Griffis sees Franco. President Truman vacations. West Point cadets parade before Canada's chief-of-staff. Golden Gloves. Jet ejection seat. Baseball.

TELENEWS DIGEST, No. 10-A—Ambassador Griffis in Spain. U. S. marines in action. Hospital in Indo-China. Japanese train with U. S. baseball team. Ice skater Dick Button wins again. Horse racing.

UNIVERSAL NEWS, No. 436—Spanish town snowbound for 50 days. Ambassador Griffis in Spain. New submarine launched. Jet seat ejector. News from the sport world: baseball training; bobsledding.

WARNER PATHE NEWS, No. 59—Baseball training. Vice-President Barkley honored. President Truman on vacation. Ambassador Griffis in Spain. Gen. Moore goes to rest. Air Force maneuvers. Dick Button wins skating championship. Racing. Korea report.

ATOI Seeks Regional Seat In COMPO

INDIANAPOLIS, March 6.—Allied Theatre Owners of Indiana voted today to apply for regional membership in the Council of Motion Picture Organizations at a board of directors' meeting here. Trueman Rembusch, president of both state and national Allied, will be the ATOI representative on COMPO if the bid is accepted.

Allied Convention

(*Continued from page* 1)

upon to handle all arrangements.

Snaper said the New Jersey organization will meet here again in about 10 days to elect a convention committee.

Along with the convention's business and social sessions, Snaper said, there will be an equipment exposition to which the Theatre Equipment Manufacturers Association will contribute display material, as it has done at past national Allied conventions.

Tax Threat

(*Continued from page* 1)

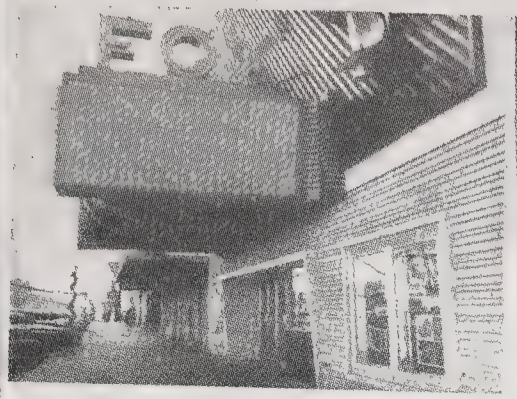
ment on a pay-as-you-go basis in the 1952 fiscal year. This second bill could be for $6,500,000,000 or more.

The Ways and Means Committee rejected this approach and decided to finish hearings on all possible tax increases for the year before going into executive session. So Snyder will be recalled to suggest ways of raising the rest of the needed money.

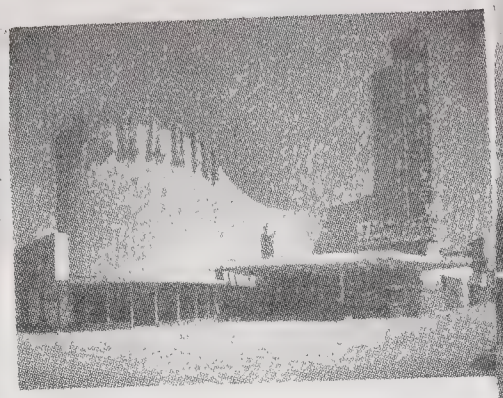
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Palms Theatre, Sugarland, Tex.



Fox Theatre, Winfield, Kas.



Paradise Theatre, Los Angeles



Martin Theatre, Bainbridge, Ga.

321 New Theatres Are Opened in 1950

131 Others Placed Under Construction; Total Cost: $55,580,600

"And, as usual, M·G·M is ready with the hottest line-up of hits in the entire industry!"



THINGS ARE LOOKING UP!

UP! "SHOW BOAT" COMPLETED!
It's all you dreamed! Technicolor Musical Magic!

UP! "AN AMERICAN IN PARIS"
Biggest Musical since "Annie"! Technicolor Masterpiece!

UP! "ROYAL WEDDING"
Technicolor Musical World Premiere at the Music Hall!

UP! "FATHER'S LITTLE DIVIDEND"
Funnier than "Father of the Bride" and that means a WOW!

UP! "GO FOR BROKE!"
"Battleground's" famed producer and writer have done it again!

UP! "THE GREAT CARUSO"
One BIG M-G-M Technicolor Musical after another from Leo!

UP! "TERESA"
It will enchant the fans and bring them a NEW star!

UP! "PANDORA AND THE FLYING DUTCHMAN"
The Technicolor Gold-Mine! Romance! Thrills! Unique!

—and many, many more!

THE FIRST with the M-G-MOST!

GPE Reports Net Of $871,899

General Precision Equipment Corp. and subsidiary companies yesterday reported that consolidated net income for 1950 amounted to $871,899 after all charges, which was increased by $269,199 as an adjustment to capital assets for plant relocation expenditures charged to profit and loss in 1945, and 1946 and 1947 but disallowed as Federal income tax deductions.

Net earnings, before the special item of $269,199, were equal to $1.45 a share on the 601,087 shares of common stock, and, after, to $1.90 a share. Consolidated net income for 1949 amounted to $456,485.

Para.'s Schedule

(*Continued from page* 1)

has added the film, "Crosswinds."

The changes were made following a three-day meeting of division managers held here, at which a detailed account of the merchandising of these films was made. Russell Holman, Eastern production head, reported on the overall product situation at the company's Coast studios. Adolph Zukor, chairman of the Paramount Pictures board, also addressed the gathering.

Other speakers were: Joseph Hazen, president of Hal Wallis Productions, Oscar A. Morgan, short subjects and newsreel sales manager, Jerome Pickman, acting director of advertising-publicity, Sid Blumenstock, advertising manager and Ted O'Shea, distribution vice-president.

Division managers attending were Hugh Owen, Eastern and Southern; Duke Clark, South-Central; J. J. Donohue, Central; Howard Minsky, Mideastern, and George A. Smith, Western.

Review

"The Lemon Drop Kid"

(*Paramount*) *Hollywood, March 6.*

CONSISTENT Bob Hope, numbered among the top ten in Quigley Publications' Annual "Money-Making Stars" Poll for the past ten years, comes through again for his followers in another Damon Runyon story about picturesque Broadway characters and their oblique regard for law, manners, decorum and the "King's English."

This time, with Marilyn Maxwell alongside and Lloyd Nolan opposing, he portrays a colorful race track tout who inadvertently causes gangster Fred Clark a whopping loss on a phony tip and is given 23 days to restore it or be bumped off. The principal scene is in New York, with a cast that includes Jane Darwell, Andrea King, Jay C. Flippen, and many other dependables, figuring in Runyonesque complications and situations building toward a typical Hope-type finish. The picture promises to do a typical Hope-type business, too.

The story, based by Edmund Beloin on Runyon's original of the same title, relies mainly on situations for its humor, with dialogue running secondary, although plentifully supplied with quips and gags. Time covered is 23 days ending Christmas—and Hope's method for obtaining needed money entails quasi-fraudulent street collections by hoodlums garbed as Santa Claus. While this nets a large number of laughs, and is handled carefully for the most part, it also could disturb the customers who regard Christmas and its customs more reverently than Beloin and Runyon. Also on the borderline, for people who are not Runyon devotees, is a steady use of Runyon's "Old Dolls" term for aged ladies, which might well have been revised for picture purposes. Over all, however, the picture, produced by Robert L. Welch and directed by Sidney Lanfield, rates a favorable comparison with previous Hope vehicles.

Hope's portrayal is his usual excellent job, and Miss Maxwell is an attractive partner in the romantic relationship. Both also handle the song numbers well, although these do slow up the story considerably. In view of the present market preference for comedy subjects, this attraction appears sure to score handsomely.

Running time 91 minutes. General audience classification. For April release.

WILLIAM R. WEAVER

Pay Hike Pact

(*Continued from page* 1)

through with a "go ahead" in the form of approval of the DeLuxe deal was expressed here yesterday by Russell M. Moss, executive vice-president of the "IA" local. He based his belief on the fact that the industry is one whose "prices" have not been frozen, and held that the WSB would be influenced by that circumstance.

Harold Spivak, the local's counsel, and Norman Steinberg, 20th-Fox attorney, will join in taking the agreement to the WSB for a verdict.

The DeLuxe pact calls for pay increases of 10 per cent above existing salaries, or $4.50 weekly, whichever is greater. Additionally, it calls for new minimum hiring rates as high as $7 over prevailing rates.

AAA Now Covers

(*Continued from page* 1)

Speaking before an AAA dinner audience at the Waldorf-Astoria Hotel here, Croft said that the Association has arbitration panels in 1,600 cities. He said that 80 per cent of the union contracts in the country now contain arbitration clauses.

Highlight of the dinner was the bestowal upon Dr. John R. Steelman, assistant to President Truman, of the AAA's medal for distinguished service in industrial relations. Cyrus S. Ching, head of the Wage Stabilization Board, made the presentation. A message from Truman lauding the achievements of both Steelman and the AAA was read to the 700 persons present at the banquet.

Dezel Acquires Interest

DETROIT, March 6.—Albert Dezel acquired the interest of Leon Weingarden in the Guild Theatre Corp., operating the Coronet Theatre here. Sam Carver will continue as managing director.

'IA' Moves Against 3rd SOPEG Shop

IATSE Motion Picture Home Office Employes Local No. H-63 here has widened its current invasion of "white collar" units held by Screen Office and Professional Employes Guild. Russell M. Moss, H-63 executive vice-president, said yesterday that the local has signed up enough employes at the 20th-Fox New York exchange to entitle H-63 to call for a collective bargaining election under National Labor Relations Board auspices.

The 20th-Fox exchange is the third SOPEG unit to be invaded by H-63 since the first of the year. The local has filed with NLRB bids for elections at two others, at Paramount's home office and at Loew's New York exchange.

Ontario Tax Cut

(*Continued from page* 1)

post was 20 per cent. This indicates continued improvement in gross theatre business in Ontario.

Commenting on the Premier's speech, John Fitzgibbons, president of Famous Players Canadian Corp., and chairman of the Motion Picture Industry Council of Canada, said he does not feel the provincial tax reduction would enable exhibitors to reduce admission prices due to rising costs of theatre operation.

UK Quota Defaults

(*Continued from page* 1)

allowing these reliefs, the average prescribed quota for the country as a whole was 33.6 per cent.

The report showed that 1,874 theatres achieved or exceeded the prescribed quota, while 2,335 defaulted.

Corwin Acquires 'Planet'

HOLLYWOOD, March 6. — Sherrill Corwin today announced the outright purchase of "Man from Planet X," produced independently by Aubrey Wisberg and Jack Pollexfen.





Reviews

"Abbott and Costello Meet the Invisible Man"

(Universal-International) *Hollywood, March 6*

A RAINY Monday night audience at the Ritz Theatre in Los Angeles promptly forgot about the "unusual" California weather outdoors when this brightly-conceived and alertly-executed Abbott-Costello comedy followed a sternly-militaristic March of Time subject upon the screen.

Laughter that got rolling within the first minute of "Abbott and Costello Meet the Invisible Man," rippled steadily along the first hour and then broke into crashing waves when Costello entered a boxing ring to meet the title challenger, with the Invisible Man alongside to deliver the knockout punch. This left no room for questioning why this comedy team winds up year after year among the top ten "Money-Making Stars" in Quigley Publications' Annual Exhibitors' Poll. Foyer comment in the theatre tended to suggest that this may be their best all-around comedy in years.

Produced by Howard Christie, and directed by Charles Lamont, from a script by Robert Lees, Frederic I. Rinaldo and John Grant, the production makes excellent use of that type of trick photography that was used by the same studio in its highly successful "Invisible Man" some years ago.

The story casts Bud and Lou as detective-school graduates who are employed by a prison-escapee who is sought on a murder rap, although he is innocent. Complications begin when the latter, played by Arthur Franz, is inoculated with an invisibility serum and goes along with the comedy pair, unseen, as they carry out his instructions in an effort to get the goods on a crooked fight-promoter who actually committed the murder. One after another, police and others who witness the unseen man's activities submit themselves to psychiatric examination, with excruciating results. The merriment reaches its peak when Costello enters the prize ring in a supposedly "fixed" bout. Also contributing importantly to the entertainment total are Nancy Guild, Adele Jergens, Sheldon Leonard and William Frawley.

Running time, 82 minutes. General audience classification. March release.
W. R. W.

"Rawhide"

(20th Century-Fox)

SET in the days when the stage coach was linking America, Tyrone Power is bedecked in Western garb and presented as a casual young man who has set out to "learn the business." Working as an attendant at a relay station, he learns a lot in a short time, all of which makes for a skilled and exciting Western drama that should have little trouble in pleasing.

The screenplay, by Dudley Nichols, builds upon the idea of having a handful of people held captive by a group of desperadoes. Thus a strong element of suspense is added to an old and dependable entertainment form. All Westerns of dimension should spotlight a girl, and in this instance Susan Hayward fills the requirement. Travelling Westward with the infant daughter of her sister, her journey is rudely interrupted at the Rawhide stopoff because of a prison break.

Miss Hayward is an obstreperous young lady and she does not get along too amicably with Power. Presently Hugh Marlowe, posing as a sheriff, rides up to the station and before long reveals himself as an outlaw. Joined by three other henchmen, Marlowe takes command of the station, imprisoning Power, Miss Hayward and the baby. Edgar Buchanan, another station attendant, has already been killed by Jack Elam, a leering, gun-crazy outlaw. What follows is a long ordeal of fear and uncertainty for the captives as the outlaws await the arrival of a gold-laden stage. In the interval Miss Hayward falls in love with Power while enmity between Marlowe and Elam widens. Efforts to escape by the captives are fruitless. As the climax nears, Elam kills Marlowe, another outlaw flees, a third is shot and, finally, a long gun duel between Power and Elam brings an end to the latter. At this point in the Samuel G. Engel production, Power feels that he has a right to claim that he is "learning the business." Henry Hathaway directed.

Running time, 86 minutes. General audience classification. Release date, not set.
MANDEL HERBSTMAN

"Belle Le Grand"

(Republic)

BRAWLING, lusty days of the Comstock Lode and the Barbary Coast, reproduced through lavish and faithful sets artfully photographed, form the background for a familiar portrait of a gambling lady and her trials, loves and tribulations. The picture, based on a Peter B. Kyne story, should satisfy in situations where action and melodrama are a basic requirement.

Allan Dwan directed and he kept the story moving, carefully interspersing comedy, song and raw drama. Muriel Lawrence, a coloratura soprano, is introduced, and shows both professional appearance and a voice. The comedy is supplied by Hope Emerson, as a gun-toting, raucous mining town millionairess. The drama comes from Vera Ralston as the gambler, cynical but always watching over and educating anonymously her sister, Miss Lawrence—and secretly loving reckless miner and gambler John Carroll. The villain is Stephen Chase, Miss Ralston's unacknowledged husband, an unscrupulous stock market manipulator who is not above murder. In the end, Miss Ralston disposes of Chase, sees her sister a singing success, and wins her love, Carroll.

Others in the cast are William Ching, John Qualen, Henry Morgan, Charles Cane, Thurston Hall, Marietta Canty, Glen Vernon and Muriel Lawrence.
Running time, 90 minutes. General audience classification.



THERE'S

URANIUM ON THE OLD HOMESTEAD

...A **NEW BABY** IN THE HOUSE

—and the whole farm's jumpin' with *GLEE!*



UNIVERSAL-INTERNATIONAL presents

Marjorie **MAIN**
Percy **KILBRIDE**

MA and PA KETTLE BACK ON THE FARM

IT'S ALL NEW!

Universal International

with

RICHARD LONG • MEG RANDALL • RAY COLLINS

Story and Screenplay by JACK HENLEY • Directed by EDWARD SEDGWICK • Produced by LEONARD GOLDSTEIN

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 69. NO. 46 NEW YORK, U. S. A., THURSDAY, MARCH 8, 1951 TEN CENTS

Map Industry Stand on New 'Red' Hearings

O'Hara Meets Here With Ad-Publicity Directors

Laying the groundwork for defense of the industry should it be deemed advisable later on, Joyce O'Hara, acting executive head of the Motion Picture Association of America, met here yesterday with member companies' advertising-publicity executives to discuss the current reopening of the House Un-American Activities Committee's investigation of Hollywood personalities.

Various suggestions were made at the meeting for future action, and the course of the committee's Hollywood hearings of a few years ago was reviewed. At that time the industry retained Paul V. McNutt as special counsel to represent it at the hearings. Also, a joint East-West meeting was held in New York of presidents of the companies and studio chiefs. Action terminating the employment contracts of all suspected subversives at the stu-

(*Continued on page 4*)

List Subversive 'Hollywood' Groups

WASHINGTON, March 7.—Over a dozen active and inactive "Hollywood" organizations are included in a 156-page "Guide to Subversive Organizations and Publications" issued by the House Un-American Activities Committee today.

The committee said its listing included organizations and publications "which have been declared to be outright Communist or Communist-front enterprises." Listed were: Hollywood

(*Continued on page 4*)

Name Eastman to ELC Eastern Post

Appointment of Clayton Eastman as Eastern division manager for Eagle Lion Classics was announced here yesterday by B. G. Kranze, distribution vice-president. He succeeds Milton E. Cohen, who was recently named general sales manager.

Eastman started in the industry in 1923 as a booker in Paramount's Albany branch, becoming branch manager there in 1932. In 1946, he joined United Artists as district manager. In 1949 he became New England district manager for Film Classics.

Heller Is Made Custodian Of UA Producers' Revenue

United Artists has asked Walter E. Heller and Co., Chicago, to be the custodian of funds received from exhibitors which are due to producers, it was reported here yesterday by Arthur B. Krim, UA president. He has notified all UA producers with pictures in current release of the new arrangement to keep their rental returns "in trust."

The move, Krim reported, was designed (1) to strengthen the confidence of the banks and of other financial institutions in independent film production, (2) to provide greater security for active UA producers, and (3) to create a fairer financial climate for all independent producers.

Asserting that "it is a matter of primary importance to the management of UA that its producers feel secure in the custodianship of the funds received from exhibitors," Krim

(*Continued on page 2*)

To Turn Out 25 in Super-Cinecolor This Year: Herzog

HOLLYWOOD, March 7.—Cinecolor will turn out 25 films in Super-Cinecolor during 1951, and between 15 and 20 in Cinecolor, president Karl Herzog told the press today at a news conference which followed last night's screening of "Sword of Monte Cristo," the first previewed picture using the new Super-Cinecolor process.

With plant expansion now under way completed, he said, the laboratory will use Super-Cinecolor for 65 per cent of its output, and Cinecolor for the remaining 35 per cent. Herzog said the company has been processing

(*Continued on page 2*)

Pery, Brauer, Levy, In New Col. Posts

Culminating a series of conferences at the home office with field sales executives, shifts in Columbia Pictures International personnel were disclosed here yesterday by Joseph A. McConville, president of Columbia's foreign sales subsidiary.

Nick Pery, for a number of years managing director in Australia and supervisor of several Far Eastern ter-

(*Continued on page 2*)

Ask US Sales Tax In Place of Excises

WASHINGTON, March 7.—A proposal for the repeal of practically all existing Federal excise taxes and replacing them with a broad retail sales tax was put before the House Ways and Means Committee today by the National Committee for Fair Emergency Excise Taxation.

This is a group of officials of companies whose products are affected by

(*Continued on page 4*)

Theatre, Circuit Dues to COMPO Start Next Month

The streamlined dues collecting procedure which was voted last year for the Council of Motion Picture Organizations has been geared to bring substantial contributions from theatres and circuits starting next month.

This anticipated flow of revenue will give a much-needed boost to the COMPO treasury, which has been sustained for the most part by funds supplied by the Motion Picture Association of America and some larger circuits such as United Paramount, Loew's and RKO.

The new machinery for collecting dues from exhibitors is embodied in a special combination pledge certificate and envelope which will be sent

(*Continued on page 2*)

Nebraska Reelects Robert Livingston

Grand Island, Neb., March 7.—The Nebraska Theatre Owners Association has re-elected Robert Livingston of Lincoln president. Other officers are: William Miskell, Omaha, vice-president; Ralph Falkinburg, Lexington, treasurer; and Avis Rutherford, Grand Island, secretary. Howard Kennedy, Broken Bow; Ralph Ayre, Lincoln; Mons Thompson, St. Paul; Wallace Kemp, Grand Island; and Bill Ostenberg, Scottsbuff, were named to the board of directors.

WSB Grants Hollywood Wage Relief

Okays Options, Wage Hikes in Interim Ruling

WASHINGTON, March 7. — The Wage Stabilization Board today gave Hollywood producers permission to continue temporarily their trade salary policies for talent guild employes.

Special approval of options and periodic wage increase contracts was included in the board ruling.

It was emphasized that this is just interim relief and that the situation may be changed when the board finally gets around to laying down a permanent policy for salary stabilization as distinct from wage stabilization.

The board's action came in the form of a letter from acting executive director W. Willard Wirtz to the Motion Picture Association of America, the Association of Motion Picture Producers, and the actors, directors and writers' guilds.

Wirtz's letter was not a new order but rather an "interpretation" of ex-

(*Continued on page 4*)

Steel Cutback Hits Theatre Equipment

WASHINGTON, March 7.—Use of iron and steel for theatre seats, display cases, cabinets and counters, 8mm. motion picture cameras and projectors, radio and television sets and signs and advertising displays was cut back today by the National Production Authority.

NPA said that manufacturers of these items will be permitted to use, from the second quarter of 1951 on, only 80 per cent as much iron or

(*Continued on page 2*)

Ansco Film Sales Headed by Young

Robert Pratt Young has been named manager of professional motion picture sales by James Forrestal, vice-president of General Aniline and Film Corp. in charge of Ansco and Ozalid. Young succeeds J. Kneeland Nunan, who has resigned.

Formerly Eastern sales manager of Ansco's motion picture division, Young joined the company in 1945 as a salesman and became assistant manager of the New York branch in 1946. He was appointed Eastern sales manager in 1948.

NEWS in Brief . . .

WASHINGTON, March 7.—The Federal Trade Commission told Congress today it is preparing legislation to tighten the anti-trust law provisions on interlocking corporation ties.

FTC said the industry was one that presented a pattern of interlocking backward to suppliers and forward to users.

•

Rochester, N. Y., March 7.—Consolidated net earnings of Eastman Kodak in 1950 amounted to $61,858,957, equal to $4.50 per share on 13,664,350 shares outstanding, the company reported.

•

A Federal Bureau of Investigation probe of unauthorized 16mm. "hot" print summer-hotel exhibitions in the Catskill Mountains, New York, has resulted in the recovery of 24 features from a Bronx film library. Among the recovered films were 16 16mm. prints from 20th Century-Fox, three from Paramount, two from Warner, two from Universal and one from RKO.

•

HOLLYWOOD, March 7. — Norman Siegel, Paramount studio publicity-advertising director, has been elected a member of the Public Relations Society of America, composed of representatives of leading business and industrial concerns in this country and Canada. Siegel is the first representative of the film studio to become a member.

•

PHILADELPHIA, March 7.—The Fox Theatre here, key first-run, will present a return engagement of "All About Eve" starting March 16. The repeat booking, following soon after the comparatively recent engagement at the same theatre, was set by Harold Seidenberg, managing director.

•

Columbia Pictures' Screen Gems has named John Gilmour and Peter Keane to its television division, Gilmour as a producer-director and Keane as general production executive.

•

Ann Blyth, Jack Benny, Eddie Cantor, Joan Crawford, Bing Crosby, Irene Dunne, Bob Hope, Ronald Reagan, Rosalind Russell and Loretta Young are named "Hollywood's 10 Best Citizens" in the current April issue of *Modern Screen* magazine. "These stars won the accolade for outstanding, unselfish civic activities," stated Dell Publishing Co., publishers of *Modern Screen*.

•

CHICAGO, March 7.—Representatives of the AFL Television Authority said today that preparations are complete for a strike of 2,400 actors, singers, dancers and announcers against Chicago's four TV stations.

•

"La Forze Del Destino," new Italian-produced Verdi film opera, which recently had its American premiere at the Beacon Hill Theatre in Boston, is being distributed here by Nathan Cy Braunstein, head of Screen Art Sales.

Personal Mention

ELLIS G. ARNALL, president of the Society of Independent Motion Picture Producers, has returned to Atlanta from Hollywood and is due in New York next week.

•

CHARLES E. KURTZMAN, Northeastern division manager for Loew's Theatres, has been elected president of the Suffolk County, Mass., chapter of the National Foundation for Infantile Paralysis.

•

MAURICE BERGMAN, Universal public relations executive, will leave here for Florida tomorrow to recuperate from a recent illness.

•

ROBERT M. WEITMAN, vice-president of United Paramount Theatres, is ill with the flu.

HARRY MANDEL, RKO Theatres national director of advertising-publicity, is visiting RKO Midwest theatres.

•

HELEN BECK, wife of MEYER BECK, Stanley Kramer Distributing Co. vice-president, entered the Hospital for Joint Diseases here yesterday and will undergo an operation today. She is scheduled to remain in the hospital about 10 days.

•

JEROME J. COHEN, industry insurance specialist, is celebrating a birthday today.

•

IRVING MACK, head of Filmack Trailers, left here for Chicago last night.

Okla. T.O. Director Joined Texas Allied

OKLAHOMA CITY, March 7.—The director of Theatre Owners of Oklahoma whom H. A. Cole, president of Allied of Texas, said had been aided through the latter organization on a grievance against a distribution company, had previously told. Morris Loewenstein, T.O. of Oklahoma president, that he had joined Cole's organization and paid a $100 membership fee, Loewenstein reports in a rejoinder to Cole. He adds that the grievance already was in process of being rectified.

Cole and Loewenstein have exchanged several "open letters" since the former's efforts to organize an Allied unit in Oklahoma, presently a Theatre Owners of America territory, first became known.

Pincus Quits Post To Join Blumenfeld

SALT LAKE CITY, March 7.—Charles M. Pincus, manager of the Centre Theatre, main downtown first-run here, resigned today to accept an assignment with the Blumenfeld circuit of San Francisco. Pincus will leave in two weeks.

No announcement of a successor has been made by Intermountain Theatres, operator of the Centre.

Heller Custodian

(*Continued from page* 1)

said the arrangement with Heller is part of the over-all financial arrangement UA has with the Chicago firm. Heller will deposit the producers' share of collections in a special bank account.

Disbursements will be made only with a counter-signature by a representative of both companies, insuring that the producers' share of rentals cannot be used for any other purpose.

In accepting this "trust" arrangement, Heller, however, assumes no responsibility for the preparation of the accounting of a disbursement, nor for its distribution in proper proportion to the various parties entitled to share in it. That will continue to be UA's responsibility, Krim said.

Commerce Rescinds Export License Rule

A Department of Commerce ruling which would have required each individual shipment of lithographic advertising on motion pictures and other commodities to the Eastern hemisphere to have a validated export license has been rescinded, according to Norman Barnett, vice-president of Barnett International Forwarders, Inc.

The company which expedites film industry shipments abroad, communicated with Commerce by telephone when the ruling was published in a bulletin and succeeded in having it withdrawn, Barnett said.

RCA Names O'Brien To New Sales Post

CAMDEN, March 7.—J. F. O'Brien has been appointed sales manager of the RCA theatre, film recording, visual, and sound equipment, divisions by A. R. Hopkins, general sales manager of RCA Engineering Products.

In charge of RCA theatre equipment sales since 1946, O'Brien's new sales duties were formerly under the supervision of Barton Kreuzer, who was recently promoted to manage the product administration division.

Columbia Promotions

(*Continued from page* 1)

ritories, becomes European sales manager, serving under Lacy Kastner, managing director and general supervisor of all Continental European operations.

Leroy Brauer, formerly supervisor in the Near East and India, and recently a member of the European organization, succeeds Pery as managing director in Australia and supervisor of all territories supervised by Pery up to now.

William Levy, who also has been serving in Europe with headquarters in Paris, is named assistant to Max Thorpe, managing director in Great Britain and Eire.

Morris Goodman, formerly in charge of distribution of foreign pictures in the United States, joins Kastner's staff in Europe and assumes supervision of the countries formerly handled by Brauer.

Compo Dues

(*Continued from page* 1)

shortly in large quantities to the several exhibitor organizations' headquarters for circulation among member theatres. Moreover, the distributors have put their film salesmen at the service of COMPO as deliverers of the certificate-envelopes to theatres on their regular rounds.

The exhibitor whose regional association has committed him to the support of COMPO, as well as exhibitors who have no association ties, are asked to fill in and sign this pledge:

"I hereby agree to pay the Council of Motion Picture Organizations, Inc., the sum of ....., which represents 1/10th-of-one-percent of the feature film rentals I paid all companies for all my theatres during 1950, it being understood that the distributing companies will pay COMPO an equal amount."

The signer then is asked to indicate whether he wishes to make a payment annually, semi-annually or quarterly. The statement includes the signer's indication that a check covering the payment due accompanies the pledge.

COMPO headquarters here expects to have between 20,000 and 30,000 pledge forms printed.

The reverse side of the pledge form relates in four concise paragraphs COMPO's objectives, the extent of its membership and the basis upon which dues are to be paid.

2 Theatres Used For 'Raton' Bow

RATON, N. M., March 7.—To take care of the overflow from tonight's special premiere of Warner's "Raton Pass," the facilities of the nearby Shuler Theatre were enlisted to show the film, in addition to the El Raton.

Super-Cinecolor

(*Continued from page* 1)

20 per cent of all color pictures in the past and estimated it will be handling one-third within a year. The price of Cinecolor, two-color process, is 4.9 cents per foot; Super-Cinecolor process, which uses the new Eastman three-color negative, is priced at 5.4 cents per foot.

Herzog said the demand for color is so great that all existing color plants, working at capacity, could not handle more than half of the available orders.

RKO Pictures today became the second major studio to employ Super-Cinecolor, closing a commitment for its use in "Half Breed," a Robert Young-Jack Buetel vehicle, which goes before the cameras next week. Columbia has used the process in six completed pictures, not yet released, and the King Brothers in ten. "Sword of Monte Cristo" was produced by Edward Alperson for 20th Century-Fox release.

Steel Cutback

(*Continued from page* 1)

steel in making these products as they used in the average quarter of the first six months of 1950.

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The Story With A Song, A Dance And A Laugh For Every Light on Broadway!

LULLABY OF BROADWAY

COLOR BY TECHNICOLOR

STARRING
DORIS DAY
GENE NELSON

THEY'RE THE SWEETHEARTS WHO TURNED BROADWAY INTO LOVERS LANE!

10 tunes--all toppers!
'Lullaby of Broadway' 'Please Don't Talk About Me When I'm Gone'
'Somebody Loves Me' 'You're Getting to be a Habit With Me'
'Just One of Those Things' 'Zing! Went the Strings of My Heart'
and 'I Love the Way You Say Goodnight'
and more! more!



ALSO STARRING
S.Z SAKALL · BILLY DE WOLFE · GLADYS GEORGE · DIRECTED BY DAVID BUTLER · PRODUCED BY WILLIAM JACOBS.

Written by EARL BALDWIN Musical Direction by Ray Heindorf

Lull-a-by of Broad-way

--The show world's Spring song!

WARNER BROS. TRADE SHOW MARCH 12

ALBANY
Warner Screening Room
79 N. Pearl St. • 12:30 P.M.

ATLANTA
20th Century-Fox Screening Room
197 Walton St. N.W. • 7:30 P.M.

BOSTON
RKO Screening Room
122 Arlington St. • 2:30 P.M.

BUFFALO
Paramount Screening Room
464 Franklin St. • 2:00 P.M.

CHARLOTTE
20th Century-Fox Screening Room
308 S. Church St. • 2:00 P.M.

CHICAGO
Warner Screening Room
1307 So. Wabash Ave. • 1:30 P.M.

CINCINNATI
RKO Palace Th. Screening Room
Palace Th. Bldg. E. 6th • 8:00 P.M.

CLEVELAND
Warner Screening Room
2300 Payne Ave • 8:30 P.M.

DALLAS
20th Century-Fox Screening Room
1803 Wood St. • 2:00 P.M.

DENVER
Paramount Screening Room
2100 Stout St. • 2:00 P.M.

DES MOINES
Paramount Screening Room
1125 High St. • 12:45 P.M.

DETROIT
Film Exchange Building
2310 Cass Ave. • 2:00 P.M.

INDIANAPOLIS
20th Century-Fox Screening Room
326 No. Illinois St. • 1:00 P.M.

JACKSONVILLE
Florida Theatre Bldg. Sc. Rm.
128 E. Forsyth St. • 8:00 P.M.

KANSAS CITY
20th Century-Fox Screening Room
1720 Wyandotte St. • 1:30 P.M.

LOS ANGELES
Warner Screening Room
2025 S. Vermont Ave. • 2:00 P.M.

MEMPHIS
20th Century-Fox Screening Room
151 Vance Ave. • 2:00 P.M.

MILWAUKEE
Warner Theatre Screening Room
212 W. Wisconsin Ave. • 2:00 P.M.

MINNEAPOLIS
Warner Screening Room
1000 Currie Ave. • 2:00 P.M.

NEW HAVEN
Warner Theatre Projection Room
70 College St. • 2:00 P.M.

NEW ORLEANS
20th Century-Fox Screening Room
200 S. Liberty St. • 8:00 P.M.

NEW YORK
Home Office
321 W. 44th St. • 2:30 P.M.

OKLAHOMA
20th Century-Fox Screening Room
10 North Lee St. • 1:30 P.M.

OMAHA
20th Century-Fox Screening Room
1502 Davenport St. • 1:00 P.M.

PHILADELPHIA
Warner Screening Room
230 No. 13th St. • 2:30 P.M.

PITTSBURGH
20th Century-Fox Screening Room
1715 Blvd. of Allies • 1:30 P.M.

PORTLAND
Jewel Box Screening Room
1947 N.W. Kearney St. • 2:00 P.M.

SALT LAKE
20th Century-Fox Screening Room
216 East 1st South • 2:00 P.M.

SAN FRANCISCO
Paramount Screening Room
221 Golden Gate Ave. • 1:30 P.M.

SEATTLE
Modern Theatre
2400 Third Ave. • 10:30 A.M.

ST. LOUIS
S'renco Screening Room
3143 Olive St. • 1:00 P.M.

WASHINGTON
Warner Theatre Building
13th & E. Sts. N.W. • 10:30 A.M.

'Red' Probe

(Continued from page 1)

dios, including the so-called "unfriendly ten," was taken subsequently.

Present at yesterday's meeting with O'Hara were: Howard Dietz, Sidney Schreiber, Max E. Youngstein, Jerry Pickman, Art Schmidt, Barrett McCormick, Steve Edwards, Sid Blumenstock, Si Seadler, John Josephs, Phil Gerard, Charles Simmonelli, Jonas Rosenfield and Ulric Bell.

Garfield an "Anti-Communist"

John Garfield, who has been subpoenaed by the House Un-American Activities Committee in connection with its current investigation, yesterday issued the following statement: "I have always hated Communism. It is a tyranny which threatens our country and the peace of the world. Of course then I have never been a member of the Communist Party or a sympathizer with any of its doctrines. I will be pleased to cooperate with the committee."

Issue Subpoenas in 'Red' Probe

WASHINGTON, March 7. — The House Un-American Activities Committee has issued subpoenas for John Garfield, Jose Ferrer, Abe Burrows and Ann Revere to appear before the Committee in connection with its reopening of hearings into alleged Communistic activities in Hollywood, a Committee official said here.

Meanwhile, Rep Velde (R., Ill.), a Committee member, disclosed that he is asking to have subpoenas issued for Madeleine Carroll and Sterling Hayden to appear for the coming hearings. He emphasized that none of those subpoenaed so far have been identified as either "friendly" or "unfriendly" to the committee.

Seeks Cole Suit Dismissal

WASHINGTON, March 7. — Loew's, Inc., has urged the U. S. Supreme Court to let stand a lower court decision throwing out a suit for reinstatement brought by writer Lester Cole.

The suit grew out of Cole's refusal to tell the House Un-American Activities Committee whether he was a Communist. Loew's suspended his employment, and Cole sued to be reinstated, with back pay. The District Court upheld him, but the Circuit Court of Appeals held for Loew's, and Cole appealed to the High Court.

Review

"The Long Dark Hall"

(Eagle Lion Classics)

PRODUCTION know-how and effective performances combine to make "The Long Dark Hall" a highly enjoyable melodrama. Filmed in England, this American production features Rex Harrison and Lilli Palmer in the lead, with sturdy performances coming from a large supporting cast. Suspense builds up adroitly in Nunnally Johnson's screen play. The picture is modest in its production values, but its appeal is considerable.

The story is about a psychopathic killer whose second victim is a showgirl. As it happens, Harrison, a quiet family man, had been seeing the victim surreptitiously and was in love with her. Circumstantial evidence points to Harrison and he is booked on murder. Courtroom scenes are charged with excitement as defense and prosecution engage in verbal duels. The whole incident has a nightmarish quality for Harrison as a "guilty" sentence is finally brought in and he finds himself strangely doomed.

A novel plot twist has a government edict passed suspending capital punishment on the morning of the execution. About the same time the ego of the killer-maniac betrays him into capture. The entire story is told by way of flashback from the lips of a writer.

There is restraint and talent in Miss Palmer's performance as Harrison's loyal wife. Raymond Huntley plays the shrewd and patient detective that finally breaks the case. Peter Cusick produced and Anthony Bushell and Reginald Beck directed.

Running time, 86 minutes. Adult audience classification. Release date, not set.

MANDEL HERBSTMAN

Subversive Groups

(Continued from page 1)

Actors' Laboratory School, Hollywood Anti-Nazi League, Hollywood Community Radio Group, Inc., Hollywood Democratic Committee, Hollywood Independent Citizens' Committee of the Arts, Sciences and Profession, Hollywood League for Democratic Action, Hollywood Motion Picture Democratic Committee, Hollywood Writers Mobilization, Hollywood Theatre Alliance, Hollywood Peace Forum, Motion Picture Artists Committee, Citizens' Committee for the Motion Picture Strikers, Committee of One Thousand, Elizabeth Gurley Flynn Club, Film and Photo League, Freedom from Fear Committee, Frontier Films, Lincoln Book Store, and Motion Picture Artists Committee.

US Sales Tax

(Continued from page 1)

existing excises. Last year it was known as the National Committee for Repeal of the Wartime Excises. Motion Picture Association of America president Eric A. Johnston was a vice-chairman of the group.

Under the plan of the National Committee, the present 20 per cent admission tax and all other excises except those on alcohol, tobacco and gas would be repealed.

Marion B. Folsom, treasurer of Eastman Kodak; RCA vice-president Glen McDaniel, Philco executive vice-president J. H. Carmine, and F. A. Holme, assistant to the chairman of General Electric, are among committee members.

'Odette' to the Park

Herbert Wilcox's British-made production of "Odette" will play New York's Park Avenue Theatre following the current run of "Men and Music." Lopert Films is distributing "Odette" in this country.

Wage Relief

(Continued from page 1)

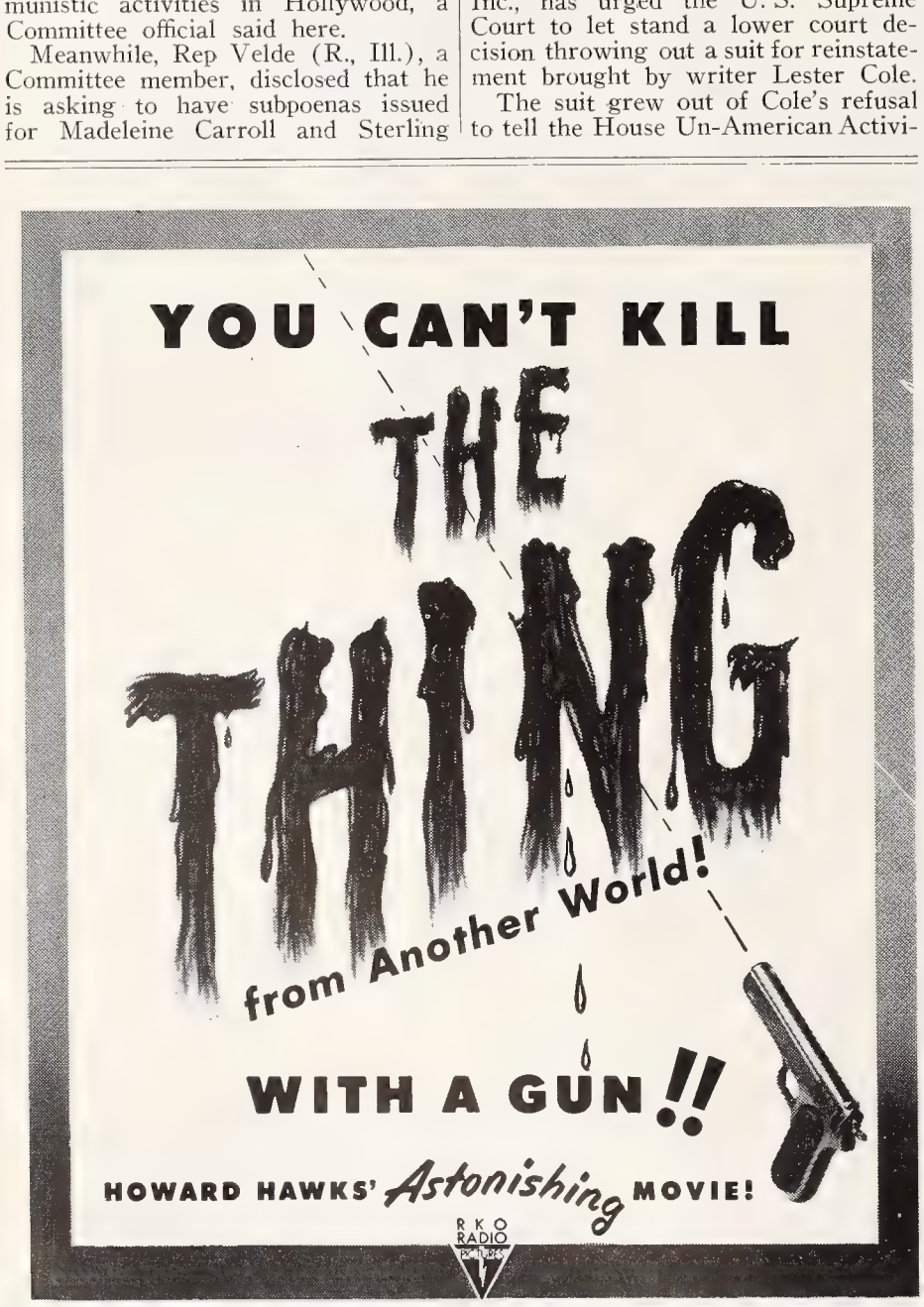
isting orders. He said his interpretation covered actors and actresses, extra talent, producers and associate producers, directors, assistant directors, technical directors and dance directors, writers, song writers, art directors, cameramen, assistant cameramen, sound engineers, film editors and wardrobe designers.

Wirtz ruled that any studio may pay whatever salary is required by terms of contracts in effect on Jan. 25, including contracts calling for options or periodic increases. With respect to contracts made after Jan. 25, he said employers shall follow the same practices as in 1950 as far as optional and fixed increases go and the exact payment "must be in balance with" the pay given by that employer to comparable talent.

The board official held that it was not "feasable" to apply the ten per cent wage boost formula to the talent workers.

Graetz Receives Award

Producer Paul Graetz of New York, was the recipient of an award from the International Catholic Film Office in Zurich, Switzerland, for the production, "God Needs Men," it was disclosed here by AFE Corp., which is distributing the film in the U. S.; 20th-Fox is distributing abroad.



Ads like this are appearing in 58 National Magazines and 93 Sunday Newspaper Supplements totaling 185,761,000 circulation.

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FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 69. NO. 47 NEW YORK, U. S. A., FRIDAY, MARCH 9, 1951 TEN CENTS

Divorcement Splits RKO Pension Trust

Coverage Continues For Both Firms' Workers

Concomitant with the decree split-up of RKO which became effective last Dec. 31, the pension plan of the former company will be continued by each of the two new firms, RKO Pictures and RKO Theatres, as two separate pension plans covering their respective employes, the theatre company reported here yesterday.

The existing trust fund will be divided on the basis indicated in the plan of reorganization for separation of this kind, namely, in the split-up of the actuarial reserve respecting the member-employes in each group, it was explained.

The respective managements have been studying the effect on the pension benefits payable under the plan of the recent amendment to the Federal Social Security Act.

The general purpose of the plan, which covers all employes who have reached the age of 30 and have been

(*Continued on page 4*)

Rose Will Produce 4 Films This Year

David E. Rose's two Coronado Productions, one in the U. S. and one in England, are geared to produce four pictures between them this year, the producer said here yesterday. Rose arrived from Hollywood early this week and will leave by plane for England on Monday. Two or three weeks later he will be in Jamaica to get his next film rolling; starring Linda Dar-

(*Continued on page 4*)

Safety Stock Use Gains Rapidly in UK

Washington, March 8.—Use of safety stock is expected to be universal throughout the United Kingdom by July, according to Nathan D. Golden, head of the Department of Commerce film division.

Golden said safety stock is just now coming into use in the United Kingdom but that the changeover will be practically complete by the middle of this year.

Government Is Stumped on Films To Promote Defense on Screens

Washington, March 8.—The U. S. Civil Defense Administration may eventually have to make special short subjects for theatre showings, since CDA officials believe that the series of 10 films now in preparation primarily for non-theatre showing "will have little appeal for exhibitors."

One spokesman said that while CDA is still trying to work out some sort of theatre distribution for the 10 films, it realized that these are not the type of documentary which theatres would fight to show, due both to their subject matter and presentation, and that the main emphasis was being put on getting wide local distribution to non-theatre audiences through local film dealers. "That probably means," he said, "that later either we ourselves will have to make other films specially for theatres or we'll have to get the motion picture industry to make them."

Northwest Drive-ins Seek Better Product and Terms

MINNEAPOLIS, March 8.—Reminded of rental terms and clearances last year which were described as overburdensome, several operators of drive-in theatres have already set out to obtain newer and better product and prices for the approaching 1951 outdoor season.

Although large-scale openings of drive-ins in this Northwest territory still are upwards of six weeks away, drive-in interests have actually started to talk terms with film exchanges in anticipation of even stronger product competition this year from "regular" theatre operators.

Drive-in operators are said to feel that they are entitled to lower rentals to enable them to spread profits over the comparatively short six-month period of operations, against the 12 months during which regular theatres can apply income to investment.

Active Trading in Film Stocks Reported by SEC

WASHINGTON, March 8.—Several film company executives are listed in the latest Securities and Exchange Commission report on transactions in the securities of their respective firms.

At Universal, Nathan J. Blumberg bought 600 common shares, and now owns 700 common shares plus warrants for 31,900 shares. Alfred E. Daff bought 2,000 shares of common and 100 shares of 4¼ per cent cumulative preferred, his total holdings. Preston Davie sold 600 shares, leaving his holdings at 1,409 shares. John J.

(*Continued on page 4*)

Schneider to Aid Robbins on JDA

With the naming of Samuel Schneider, Warner vice-president, as associate chairman of the Joint Defense Appeal's amusement division, the entire industry has completed plans to mobilize the JDA campaign in greater New York, according to division chairman Herman Robbins. Associate chairmen are Barney Balaban, Paramount Pictures, and Jack Cohn, Columbia.

Meanwhile, Robbins has announced additional officers for the drive, Al Lichtman of 20th Century-Fox, being named chairman of the home office committee, while A. J. Balaban, of the Roxy Theatre, was appointed to head talent. Others holding key posts in the division are: Martin Levine, Wil-

(*Continued on page 4*)

Breakston & Stahl Set Six More Films

Producers George Breakston and C. Ray Stahl, who produce in Japan with frozen yen and release through established distribution organizations in various parts of the world, reported here yesterday that their schedule for the next three years calls for production of six films in almost as many countries.

They are in New York from Tokyo to discuss with RKO Pictures exploitation arrangements for "Tokyo File 212," which that company will release, and to set distribution for "Unmei," recently completed in Japan. The latter stars Martha Hyer, former RKO contract player, and Byron Michie, Australian actor. Stahl wrote the original story and screen play and co-

(*Continued on page 4*)

Coast 'Red' Hearings Set For March 21

Un-American Activities Group to Call 40-50

WASHINGTON, March 8.—Members of the House Un-American Activities Committee said here today that some 40 to 50 film figures are being lined up to testify at the coming Hollywood hearings.

The hearings are scheduled to start March 21 and 22, and then to recess until early in April.

Today the committee got nowhere in its attempt to get testimony on alleged Communist activities in Hollywood from V. J. Jerome, reported to be chairman of the Communist Party's cultural commission.

Committee members say Jerome was active in reorganizing the Communist party in Hollywood and in many pro-Communist organizations of film, radio and television workers. However, Jerome refused to answer questions about individuals and groups named by committee members.

Among the individuals and organizations Jerome refused to answer

(*Continued on page 4*)

Gamble Ent. Moving To Milwaukee

Gamble Enterprises, headed by Ted R. Gamble, will close its New York offices within the next several weeks and operate from Milwaukee, where its most important remaining theatre interests are located.

The company established headquarters here two years ago after Gamble sold his Pacific Northwest theatres and acquired Monarch Theatres, tak-

(*Continued on page 4*)

Three Groups to File Briefs on 'Miracle'

Albany, N. Y., March 8.—The State Catholic Welfare Council, the New York Civil Liberties Committee and the National Council On Freedom From Censorship were granted permission today by the Appelate Division to file briefs in the appeal to be argued Monday on the Regents' revocation of "The Miracle" 's license. The Catholic group supports the Regents.

Personal Mention

E. K. O'SHEA, vice-president of Paramount Film Distributing Corp., is slated to return here today from St. Louis.

•

ED LEFTWICH, television director, has resigned from Young and Rubicam to join the radio and TV production firm of Masterson, Reddy and Nelson.

•

HERMAN SILVERMAN, Wometco Theatre Circuit executive, has flown back to Miami from Nassau where he suffered injuries in a boating accident.

•

WILLIAM B. ZOELLNER, head of M-G-M's short subject and newsreel sales, is due to leave here Sunday for the Midwest.

•

EDWARD MOREY, Monogram first assistant director, and MRS. MOREY announce the birth of a daughter, DEBORAH, their fourth child.

•

LEO S. ROSENCRANS, film and radio writer, has arrived in Hollywood from New York to join the staff of Jerry Fairbanks Productions.

•

J. J. COHN, M-G-M studio executive, has left New York for Miami before returning to the Coast.

•

ERIC JOHNSTON, Economic Stabilization Agency administrator, will speak over the CBS network tonight.

•

MARVIN FISH, of Realart Pictures' advertising department, has become engaged to FRANCES ALTERMAN.

To Honor Freeman

HOLLYWOOD, March 8.—Y. Frank Freeman will be the honor guest at a dinner Wednesday evening, at the Beverly Hills Hotel on the occasion of his accepting the Association of Motion Picture Producers board chairmanship for another year. About 100 industry leaders will attend.

Carl N. Johnson Dies

OMAHA, March 8.—Carl N. Johnson, owner of the Grand Theatre, Red Oak, Ia., died here today of a cerebral hemorrhage. He was stricken at the Monogram exchange.

Dakota Tax Bills Die

WASHINGTON, March 8.—The North Dakota legislature has adjourned without taking any action on a bill authorizing localities to impose admission taxes and license fees, according to Jack Bryson, legislative representative of the Motion Picture Association of America.

W. Va. Bill Lowers Tax

WHEELING, March 8.—The state senate has passed and sent to the house a bill which would reduce from three per cent to two per cent the amusement tax authorized for local imposition in cities with home-rule taxing powers.

Reviews

"The Sword of Monte Cristo"

(Edward L. Alperson—20th Century-Fox)

SOME swashbuckling adventure along a familiar pattern is offered in Edward L. Alperson's "The Sword of Monte Cristo." The picture's note however lies in the fact that it is the first to be unveiled in the new Supercinecolor. The process is splendid in quality. Its tones are soft and its colors were reproduced with impressive fidelity.

There are many good exploitation points in the picture which is set in France during the reign of Louis Napoleon. The well-meaning Emperor's minister, Berry Kroeger, is a ruthless despot who keeps the people under his corrupt fist. Meanwhile in Normandy a rebellious group has arisen to bedevil the evil rulers. A member of the group is Paula Corday, beautiful niece of a marquis, who in secret, dons the robes of a masked cavalier, and plays havoc with the Royal Dragoons. Miss Corday rides a horse, leaps about, and outduels professional swordsmen with all the dash and agility of a Douglas Fairbanks. It develops that Miss Corday is in possession of the fabled sword of Monte Cristo which, in symbol, bears the location of a fabulous treasure. There follows a dangerous cat-and-mouse game between Miss Corday and Kroeger for possession of the sword. Kroeger has no qualms about torturing and cajoling Miss Corday's uncle, Robert Warwick, into deciphering the symbols on the sword. When his own captain, George Montgomery, falls out of line, Kroeger has him tossed into a dungeon. Finally, Montgomery and his imprisoned men break out of the dungeons, and with the aid of Miss Corday, succeed in overcoming the oppressors. The finale sees the emperor restore civil liberties and convey his blessings upon Miss Corday and Montgomery. Edward L. Alperson, Jr., was associate producer. Maurice Geraghty directed and wrote the screenplay.

Running time, 80 minutes. General audience classification, March release.

MANDEL HERBSTMAN

"Texans Never Cry"

(Columbia)

GENE AUTRY is in fine fighting form and good voice in this sepia-tinted film that will please his host of fans. Champion, his faithful horse, again cavorts about and though Autry sings only two songs, "Texans Never Cry" stacks up quite well.

Autry is a Texas Ranger on the trail of a gang who proposes to sell fake Mexican lottery tickets. A Mexican official is sent to investigate but he is soon murdered by the mob. Then Autry proceeds to clean up the situation in his usual efficient manner. The film has enough straight shootin' and hard riding to satisfy any action fans. The story is easy to follow and should especially have the youngsters sitting on the edges of their seats.

The usual characters participate in the proceedings, both on the right and wrong side of the law. Gail Davis is the girl and Richard Powers is the villain. Armand Schaefer produced, Frank McDonald directed and Norman S. Hall wrote the screenplay. Others in the cast are: Pat Buttram, Mary Castle and Russ Hayden.

Running time, 70 minutes. General audience classification. March release.

Rentals on Agenda Of Eastern Pa. Unit

PHILDELPHIA, March 8.—Eastern Pennsylvania Allied will hold a general membership meeting here next Tuesday to consider "the National Screen situation, current film rental demands and related subjects."

The organization's stand against joining the Council of Motion Picture Organizations is not scheduled for discussion. A board resolution rejecting COMPO membership was automatically approved in the organization's recent annual meeting when the membership ratified all board resolutions of last October.

Chicago Theatre Tax Returns Still Decline

CHICAGO, March 8.—William C. Prendergast, Chicago tax collector, reports a continuing decline in amusement tax collections over taxes collected last year for the same period.

Theatre tax collections for February were $98,171 as compared with $127,102 collected in February, 1950. Collections for February, 1951, however, were slightly above those for January, 1951, when $92,662 was cited.

UA, ELC Both Claim Release of Same Film

United Artists and Eagle Lion Classics apparently differ over the release of the Ed Gardner production, "The Man with My Face," filmed in Puerto Rico.

The picture has been on ELC's schedule for release on May 22, but yesterday Arthur B. Krim, UA president, announced that his company has added Gardner's picture to its releases. Bernard G. Kranze, ELC distribution vice-president, replied to an inquiry that as far as he knew the film still is on ELC's schedule by virtue of an agreement with Gardner. UA claims to hold a contract signed by Gardner.

Retitles 'Teakettle'

Twentieth Century-Fox has retitled "U. S. S. Teakettle" to "You're in the Navy Now," the company announced yesterday after a three-city test, during which both critical and public opinion was investigated. The film still retains its national release date in April, prior to which it will be given an intensive promotion campaign throughout the country, the company announced.

Juveniles Free in 34 F. & M. Theatres

St. Louis, March 8.—Children under 12 years of age, when accompanied by a parent, will be admitted free to any of the 34 theatres operated by F. & M.-St. Louis Amusement Co.

The new policy, already in effect, is aimed at getting youngsters back into film theatres, Harry Arthur, F. and M. president, said, adding once the younger element sees the high-type entertainment available they will become good customers of the future.

Wolf on New Tour Of Variety Tents

Marc Wolf, international chief barker of Variety Clubs, is due to visit Minneapolis on March 20 on the first of a series of trips which will take him to St. Louis, Oklahoma City, Miami and Philadelphia.

In Minneapolis, he will participate in dedication ceremonies of the Variety Heart Hospital at the University of Minnesota. At St. Louis he will be the honor guest at a tent luncheon on March 26.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
FRED ASTAIRE - JANE POWELL
"ROYAL WEDDING"
Color by TECHNICOLOR
A Metro-Goldwyn-Mayer Picture
plus THE MUSIC HALL'S GREAT EASTER STAGE SHOW

Paramount presents "MOLLY" starring GERTRUDE BERG as Molly Goldberg
with PHILIP LOEB • ELI MINTZ
EDUARD FRANZ • BARBARA RUSH • PETER HANSON
IN PERSON NELLIE LUTCHER GEORGE DE WITT BOB HAYMES • Romanos Bros. Extra SAM DONAHUE AND HIS ORCHESTRA
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

11th record week! BORN YESTERDAY
A Columbia Picture
Victoria Broadway at 46th Street

14 HOURS
DOORS OPEN 9:30 A.M.
Astor 20th Century-Fox Broadway & 45th St.

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"Excitement and suspense. Should do well!"
—FILM DAILY

"First rate. Unusually fine performances!"
—M. P. HERALD

"Action, suspense!"
—M. P. DAILY

"Absorbing with suspense to keep any audience well entertained. Splendid, top drawer. Should draw well at boxoffice!"
—SHOWMEN'S TRADE REVIEW

"Fine production!"
—FILM BULLETIN

"Engrossing. Filled with selling angles!" —EXHIBITOR

Not since
"***SPELLBOUND***"...
a picture like this...

"THE 2nd WOMAN"



HARRY M. POPKIN presents
ROBERT YOUNG and **BETSY DRAKE**
in
"THE *Second* WOMAN"

with JOHN SUTTON • HENRY O'NEILL • FLORENCE BATES • MORRIS CARNOVSKY
Produced by MORT BRISKIN and ROBERT SMITH • Directed by JAMES V. KERN
Original Screenplay by ROBERT SMITH • Musical Direction by NAT W. FINSTON
A HARRY M. POPKIN Production • Released thru UNITED ARTISTS

NOW IN GENERAL RELEASE!

3 CHEERS FOR TEST ENGAGEMENT RESULTS!!!

SMASH BUSINESS MIAMI, MINNEAPOLIS, HOUSTON, ATLANTIC CITY AND WATCH THE DOUGH ROLL IN IN ST. LOUIS, CINCINNATI, MILWAUKEE, TOLEDO, SYRACUSE, PHILADELPHIA, SAN FRANCISCO, LOS ANGELES AND OTHER TOP SITUATIONS!

***The first of the great NEW ones thru* UA**

Hearings

(Continued from page 1)

questions about were: Gordon Kahn, Waldo Salt, Dudley Nichols, Donald Ogden Stewart, Alan Campbell, Norman Corwin, Robert Rossen, J. Edward Bromberg, Earl Robinson, Frank Tuttle, Sam Moore, John Garfield, Robert Leeds, Marc Connelly, Charles Katz and Ben Margolis, and the Hollywood Writers Mobilization, Hollywood Quarterly, Actors Laboratory, Hollywood chapter of the Committee for Arts, Sciences and Professions, Hollywood Anti-Nazi League, Hollywood League for Democratic Action and the Peoples Educational Center.

Committee members said they thought Jerome would probably be cited for contempt of Congress after the Hollywood hearings.

Miss del Valle on 'Fury'

Ann del Valle has been assigned to the United Artists Theatre in San Francisco for special exploitation in connection with the opening there of Robert Stillman's "The Sound of Fury." Miss del Valle, who is assistant to Irving Rubine, Stillman's advertising and publicity vice president, joins Mori Krushen's UA field exploitation staff for this assignment.

Breakston & Stahl

(Continued from page 1)

produced and co-directed with Breakston. The latter heads his own releasing organization in Japan.

Trading in Film Stock

(Continued from page 1)

O'Connor sold 100 shares of preferred, leaving him with 100 common shares and 200 preferred. Daniel M. Sheaffer sold 100 common shares, leaving him with seven shares.

Leonard H. Goldenson bought 300 shares of United Paramount Theatres common, boosting his holdings to 2,450 shares, plus 250 shares held jointly with his wife.

Harry Cohn reported giving away 25,968 shares of Columbia common, leaving him with 123,485 shares of common and 400 shares of preferred. Lewis S. Rosenstiel said he had no Columbia stock when he became a director.

Walter L. Titus, Jr., acquired jointly with his wife 250 shares of Republic Pictures common and 100 shares of preferred. He now owns 2,240 shares of common and 100 shares of preferred jointly with Mrs. Titus.

Howard Hughes held 929,020 shares of RKO Pictures Corp. common while the corporation's trustee held 929,020 shares of RKO Theatres Corp. common when the RKO divorcement went into effect Jan. 2, according to the SEC report. These totals had been reported previously.

The SEC report also showed that Noah Dietrich owned 1,000 shares of the picture company stock, Ned E. Depinet 35,000 shares, Edwin J. Smith, Jr. 100 shares and J. Miller Walker 600 shares. Sol A. Schwartz owned 500 shares of the theatre stock. All other officers and directors of both companies reported owning no stock when the divorcement took effect.

Dietrich later reported selling his 1,000 shares of picture common, while Walker bought 2,400, boosting his holdings to 3,000 shares. Ben Fleming Sessel reported selling 100 shares of theatre company common, leaving 100.

Maurice Newton reported selling 6,605 shares of Paramount Pictures common, dropping his holdings to 1,000 shares.

Toronto Wants Part Of Ticket Tax Take

TORONTO, March 8.—The Toronto Board of Control has made a demand to the Ontario government for a large share of the revenue from its amusement tax income on the ground that 25 per cent of the levy on admissions come from the Toronto district.

The amusement tax fund is earmarked by Ontario to aid many hospitals.

Gamble Moving

(Continued from page 1)

ing over at the same time the New York offices of Monarch's Harry Katz. Last week Gamble disposed of his half interest in four of Indianapolis' five first-run theatres to B. D. Cockrill of Denver. It is reported he may also dispose of his Akron, O. house but will retain one in Steubenville, in addition to the Milwaukee operations. Several months ago he acquired four West Coast theatres, which had been dropped by National Theatres under its divestiture procedure.

Gamble is expected back here on Monday from Palm Springs where his brother operates a recently acquired radio station. Another brother, Lou Gamble, executive of Gamble Enterprises, left here this week for Milwaukee to open the new headquarters offices there. Despite the closing of his New York office, Ted Gamble will continue to reside here.

David E. Rose

(Continued from page 1)

nell. It will be a South Sea Islands adventure.

Rose reported that Samuel Goldwyn Productions has been retained as sales agent for Coronado's "Circle of Danger," which will be released by Eagle Lion Classics. The picture stars Ray Milland, who has indicated a desire to star in another picture for Rose, the producer said.

The two Coronado companies are separate and distinct organizations, Rose explained. The U. S. firm gets Western Hemisphere rights to all pictures produced by both and the British firm gets Eastern Hemisphere rights on the same basis. RKO is releasing "Circle of Danger" in Britain and Europe under an agreement with Coronado of England.

Schneider to Aid

(Continued from page 1)

liam Brandt Theatres, chairman of the purchasing agents committee; Solly Pernick, business manager of the Theatrical Protective Union, chairman of the labor committee, and Charles E. Lewis, chairman of the trade press.



NEWS in Brief . . .

A TESTIMONIAL luncheon was given yesterday at the Wellington Hotel here to George A. Roberts, in charge of March of Time sales at 20th Century-Fox, who retires this weekend, after 31 years with the company. Some 60 associates at the luncheon presented him with a watch.

•

Washington, March 8.—The Economic Cooperation Administration today belatedly announced a $25,835 guaranty contract for the Motion Picture Investors Corp. for distributing in Germany last year the film "Red River."

•

An invitational screening of Robert Stillman's "Queen for a Day" will be held next Wednesday evening at New York's Museum of Modern Art. The picture, for United Artists release, is made up of film versions of short stories by Faith Baldwin, John Ashworth and Dorothy Parker.

•

The current issue of *Life* magazine devotes its cover and inside "Picture of the Week" layout to 20th Century-Fox's new release, "14 Hours," and, for good 20th-Fox measure, throws in a lengthy article on Joseph Mankiewicz, writer-director. For once, Charles Einfeld's publicity staff is satisfied. Momentarily, that is.

•

Paramount Pictures' board yesterday voted a quarterly dividend of 50 cents per share on the common stock, payable March 30 to stockholders of record on March 19.

•

A strike against the major radio and television networks was authorized yesterday by the members of Local No. 802, American Federation of Musicians. The walkout was set for Wednesday, 6 P. M.

•

Philadelphia, March 8.—Lester Wurtele, recently named Columbia branch manager here, will be honored at a luncheon by the Motion Picture Associates of Philadelphia on April 9 at the Warwick Hotel.

•

ALBANY, N. Y., March 8.—The Senate has passed the Desmond Bill providing that buildings, including theatres, with minimum floor space of 7,500 square feet hereafter erected in cities shall provide stipulated off street parking facilities for cars. It excepts cities enacting local parking facility laws. The measure passed the Senate last year but died in the Assembly. Theatre interests have not favored it.

RKO Pensions

(Continued from page 1)

employed by RKO or a participating subsidiary for three years, is to reward employes for services by providing upon retirement a pension for life. The plan was adopted by RKO in Dec., 1943.

The pension income which an employee receives under the plan depends upon length of service, age at retirement, Social Security benefits, and annual basic compensation. Normal retirement age in most cases is 65, although in some special cases the age is put at 66 and 70. Death benefits are provided for also.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 69. NO. 48 NEW YORK, U. S. A., MONDAY, MARCH 12, 1951 TEN CENTS

11 Pictures Launch New ELC Division

Amory Appointed Head Of Foreign Films Unit

Bernard G. Kranze, Eagle Lion Classics distribution vice-president, launched the company's new "art" films sales unit at the weekend with the appointment of Charles Amory as its head and the allocation of 11 British-made pictures for its handling.

Amory's department will handle pictures which the company deems are designed exclusively for "art" theatres. Pictures imported from France, Italy and other European countries, as well as England, will be sold through the new unit.

The 11 films which will be given immediate attention by the new unit are: "So Long at the Fair," starring Jean Simmons; "The Blue Lamp," starring Dirk Bogarde and Robert Flemyng; "The Late Edwina Black," starring Geraldine Fitzgerald and David Farrar; "Paper Gallows," starring Dermot Walsh; "Taming of Dorothy," starring Jean Kent and

(*Continued on page 2*)

Coast Pay Hikes Up This Week

HOLLYWOOD, March 11.—IATSE representatives will resume discussions with major studio labor officials this week on the voluntary wage increase offered to studio workers. Although the exact date for the meeting has not been set, Roy Brewer, IATSE international representative, stated that the producers' offer, which included a 10-cent hourly increase and a cost-of-liv-

(*Continued on page 6*)

Italian Delegation Delays US Trip

The five-man Italian delegation which will enter preliminary negotiations with the Motion Picture Association of America on a new Italo-American film agreement, has postponed its departure from Rome for New York, it was learned at the weekend.

Instead of arriving here yesterday aboard the *S. S. Queen Mary*, as planned originally, the Italians now are due in New York aboard the same ship on March 27. Even that sailing is tentative, however, according to the MPAA.

Simons Heads ECA Film Guarantees

Washington, March 11.—Gilbert P. Simons has replaced Albert W. Scott as head of the Economic Cooperation Administration's information media guaranty section, charged with processing film guaranty contracts.

Scott has been recalled to duty with the U. S. State Department. Simons has been working in the ECA guaranty program section for almost a year.

Col. Modifies Stock Options

Columbia has amended the stock option agreements it has with executives Joseph A. McConville and A. Schneider to make their options non-transferable, and has granted Irving Briskin, executive producer, an option on 5,000 shares of common in consequence of and in consideration of his having signed last October a seven-year employment agreement.

Briskin's option is subject to approval of the company's stockholders. He has the right to terminate his em-

(*Continued on page 2*)

Bershon, Associates File Trust Action

LOS ANGELES, March 11.—Independent theatre operators Dave Bershon, J. W. Kennedy and Vivian Koerner, operating the Leimert Theatre, a neighborhood operation in this city, have filed an anti-trust suit in Federal Court here against eight major distributors. The complaint asks for damages totaling $1,600,000, charging discrimination in clearances. Injunctive relief is demanded in the complaint.

INDUSTRY TO AID 'RED' HEARINGS

UA Has A New Release List

The new management of United Artists came up at the weekend with a re-shaped release schedule for the 10 features which the company will market in the next three months. William J. Heineman, distribution vice-president, in disclosing the new schedule, said the releases of independent producers will present a negative cost of more than $10,000,000.

Resetting of I. G. Goldsmith's "The Scarf" for April 6 will start the new release period. It was directed by E. A. Dupont and stars Mercedes McCambridge and John Ireland. Original release date was March 26.

A definite UA release date of May 25 has been set for the Italian-made "Fabiola," starring Michele Morgan, and said to have cost some $4,000,000. Also new on the schedule is A. W.

(*Continued on page 6*)

Mid-U.S. Now Likes British Films; Davis

British pictures are gaining in favor with American audiences in the central part of the country where the box-office popularity remained at low ebb for long, John Davis, managing director of the J. Arthur Rank enterprises in London, reported prior to his departure from here yesterday for a Canadian visit.

The British pictures' penetration of the interior American markets is a "slow, quiet" process, Davis conceded, compared with the headway they have made on the East and West Coasts. However, he added, a lot of progress

(*Continued on page 2*)

Rhoden to Address Judges at 17th Quigley Showmanship Awards Today

The 17th annual judging of the Quigley Awards for Showmanship for the best product promotional campaigns conducted at theatres in the United States, Canada and abroad will be held here today in the Waldorf-Astoria Hotel. Seventy executives from production, distribution and exhibition will vote on scores of campaign presentations submitted during the past year to the Managers Round Table of *Motion Picture Herald*.

Elmer C. Rhoden, president of Fox Midwest Theatres, Kansas City, will be guest speaker at the luncheon which will follow the balloting to determine the nation's top showmen.

Full Coooperation Is Set for Un-American Activities Committee

WASHINGTON, March 11. — The motion picture industry is shaping up a two-pronged strategy for minimizing the damaging effects of the coming Un-American Activities Committee hearings on Hollywood.

For one thing, the organized industry will cooperate with the Committee wherever possible to expose subversive activity in Hollywood, and will let the Committee know this in no uncertain terms.

For another thing, the industry will emphasize the "positive" steps it has taken to fight Communists within the industry and to use the screen throughout the world as an anti-Communist propaganda vehicle.

The industry is under no illusion it can entirely prevent the hearings from having a bad effect on its public re-

(*Continued on page 2*)

Crime Hearings Go On Theatre TV Here

Excerpts of the hearings conducted by the Senate committee investigating crime, scheduled to begin here today at the Federal Building, will be theatre televised by Fabian's Fox in Brooklyn, Century's Marine in Brooklyn and Century's Queens in Queens Village, L. I.

Previous hearings in Washington and St. Louis have been telecast but this will be the first time that the

(*Continued on page 2*)

Smith Presides at Coast Para. Meet

LOS ANGELES, March 11. — Paramount's plans for handling the general release of Cecil B. DeMille's "Samson and Delilah" and playdates for "Trio" will be discussed at a two-day meeting here of Western division branch managers called by George A. Smith, Western sales chief.

Those attending the sessions, beginning tomorrow, will be Ward Pennington, Denver; Wayne Thiriot, Portland; F. H. Smth, Salt Lake City; H. Neal East, San Francisco; Harry Haustein, Seattle, and A. R. Taylor, Los Angeles.

Personal Mention

HERBERT J. YATES, Republic president, has left for the Coast from New York following his return from London. Accompanying him were JOHN WAYNE and FORREST TUCKER.

•

CHARLES SIMONELLI, Universal executive in charge of national exploitation, has left New York for Chicago to confer with BEN KATZ, Universal Midwest field representative. Simonelli will next go to San Antonio.

•

GEORGE. WELTNER, president of Paramount International Pictures, is due to return here today from Australia.

•

HENRY NOVAK, director of Universal Films in Paris, and MRS. NOVAK are slated to arrive here today on the *S. S. Liberte*.

•

E. C. GRAINGER, president of Shea Enterprises, and MRS. GRAINGER are due to leave here Wednesday for Fort Lauderdale, Fla.

•

CLAUD MORRIS, publicist for Sol Lesser Productions, left New York for Hollywood on Friday.

•

HENDERSON M. RICHEY, M-G-M exhibitor relations head, is vacationing in Florida.

New Contract Averts Chicago TV Strike

CHICAGO, March 11. — Agreement on a contract between the AFL Television Authority and four Chicago TV stations has averted a threatened strike of 2,400 TV singers, actors and dancers.

The first contract negotiated here for TV performers set a minimum wage rate of $89.25 for a one-hour program. It also provides for $4 an hour for rehearsals.

Lopert Adds Six to Publicity Staff

The appointment of Stephen Strassberg, Terry Kelly, Edward Dowden, Jr., Mel Strauss, Arthur Block and Lani Weiss to the staff of Lopert Films' publicity department here has been announced by Leon Brandt, advertising-publicity director.

Crime Hearings

(*Continued from page* 1)

proceedings have been brought simultaneously to theatre audiences. The committee's activities have rated top space in newspapers and newsreels.

Although an exact schedule had not been prepared at the weekend, the excerpts will be used as a special news feature between showings of regular film bills. The hearings will take place between 10 and 12 in the morning and from two to 5:30 P.M. in the afternoon.

Malco 'Answers' TV With New Theatres

Memphis, March 11.—Opening of three new theatres "is our answer to those who say television put the movies out of business," M. A. Lightman, Sr., president of Malco Theatres Inc. said Friday.

A new 850-seat The Malco was opened in McGehee, Ark., last week. May 15 has been set as the opening date for the 1400-seat Crosstown Theater now being built in Memphis. Also scheduled for May opening is a new 850-seat Malco house in Helena, Ark.

NEWS in Brief . . .

INDEPENDENT producer Harry M. Popkin has arrived here from Hollywood for a week's stay, during which he will confer with United Artists executives relative to the release of "The Well" and others on his schedule. He is understood to have screened "The Well" for Columbia as well as UA distribution heads.

•

Hollywood, March 11.—Top 1950 film honors in the educational film field have been voted to Stanley Kramer's "Cyrano de Bergerac" by 30,000 members of the California Teachers' Association.

•

Phil Koury, press representative for Cecil B. DeMille, is due here today from Sarasota, Fla., enroute to Hollywood. While here he will discuss advertising and publicity plans for DeMille's "Greatest Show on Earth," with Paramount home office executives. Participating in the confabs will be Sid Blumenstock, advertising manager, and Mort Nathanson, publicity manager.

•

Hollywood, March 11.—The Hollywood Coordinating Committee and USO Camp Shows will join forces to provide an accelerated entertainment service to military installations and hospitals, according to plans set in motion at a meeting attended by members of both organizations.

•

Over 125 volunteers from Warner's home office donated blood to the American Red Cross Blood Bank on Friday.

William Brandell, 59

William Brandell, actor and producer who from 1933 to 1949 was executive director of the Friars, died here Thursday at Mt. Sinai Hospital. Brandell, who is survived by the widow and two daughters, at one time produced vaudeville units.

Charles Coleman, 66

HOLLYWOOD, March 11.—Charles Coleman, 66, veteran actor who came here 25 years ago from Australia, died Thursday of a cerebral hemorrhage.

Red Hearings

(*Continued from page* 1)

lations. But it feels that this policy of disassociating itself from suspected subversives can hold that effect within manageable bounds.

This double strategy stems from an analysis that the coming hearings are radically different from the Committee's 1947 hearings. The coming hearings, set for March 21, according to this view, are aimed primarily at the Communist activities of individuals, while the 1947 hearings were built on the theory that the industry was Communist-infiltrated and that films were being used as "Red" propaganda.

Several members of the Un-American Activities Committee have said they feel the industry is not the target this time, and that this should be clearly stated. The industry hopes to capitalize on these "friends" on the Committee to get the idea spread more widely in Congress and in the press. Still, they know that no matter how much this idea is spread, it can never catch up with the impression that will be made by the headlines about Communist affiliations of particular stars, writers or directors.

It seems safe to predict that those who refuse to answer Committee questions will be summarily fired, while those who purge themselves will stay on in motion pictures.

Col. Stock Options

(*Continued from page* 1)

ployment if the option is not ratified by the stockholders.

The Briskin option is exercisable at $14 per share, which price may be decreased in certain events of dilution of Columbia's common. The producer's employment contract was effective Jan. 1 last, and on Jan. 3 the market price of Columbia common on the New York Stock Exchange was $13 per share.

The Briskin option was made nontransferable, and meanwhile the 5,000-share option held by McConville and the 12,500-share option carried by Schneider also were made nontransferable. The three executives may transfer their options only by will or the laws of descent and distribution. Schneider and McConville, Columbia vice-presidents, were granted their options on March 4, 1948 and June 25, 1948, respectively.

Briskin's option will continue for the duration of his employment pact.

British Films

(*Continued from page* 1)

has been made over the years and the leisurely pace has made it possible to establish a firm foundation for future growth, he believes.

Davis, who is scheduled to return here Thursday and leave for London that night, said that Rank plans to produce 18 to 20 pictures this year, about four of which will be intended solely for the home market. Universal will distribute half of the remainder here, and individual distribution deals will be made in this market for the rest. There is no present plan to seek a blanket distribution deal with an American company, he said.

Newsreel Parade

THE BIG-FOUR PARLEY and fighting in Korea are current newsreel highlights. Other items include the return of U. S. Marines from Korea, sports and fashions. Complete contents follow:

MOVIETONE NEWS, No. 21—UN forces move ahead in Korea. A-bomb spies on trial. "Big-Four" talks in Paris. Winter training for Japanese police. Beach fashions. Winter sports in Germany. Baseball.

NEWS OF THE DAY, No. 255—Gen. MacArthur sees eventual stalemate in Korea. Marines welcomed home. "Big Four" parley in Paris. New Jap police force. Baseball, bobsledding, ski jumping.

PARAMOUNT NEWS, No. 58—Japan trains newly-created police force. "Big-Four" deputies meet in Paris. Pawnshop owner nabs criminals. Korea Marines return. Fashions. Report from baseball camps.

TELENEWS DIGEST, No. 10-B—Korea report. President Truman on vacation. "Big-Four" meet in Paris. State Department's information campaign. Influenza epidemic. Unique travel system in German town. Michael DiSalle interviewed.

UNIVERSAL NEWS, No. 437—Report from Korea. "Big-four" meet in Paris. New Japanese police force. Awards to Francis, the mule, and Bonzo. Olympic skihopefuls. Dodgers in training.

WARNER PATHE NEWS, No. 60—Marines and jet planes, smash foe in Korea. "Big-Four" parley. Death sentence for plot on President Truman's life. Ancient tribal rite for African chief. The Barkleys greet Easter seal poster girl. Fashions. Sports.

'U' Mobilizes Field Staff for 'Up Front'

A special exploitation force of 20 field men have been mobilized by Universal to promote "Up Front," starring David Wayne and Tom Ewell. The film, which will have its world premiere at Loew's State in New York on March 24, has been set to open in more than 500 situations during April.

Initial assignments of field exploitation representatives include Cincinnati and Indianapolis, Robert Ungerfeld; Baltimore, Washington and Norfolk, David Polland; Dallas, Julian Bowes; Omaha and Des Moines, Ed Holland; Atlanta, Ben Hill; Pittsburgh, Duke Hickey; New England, John McGrail; St. Louis, Bob Kaufman; Reading, Allentown and Harrisburg, Burt Hirschfield; Chicago, Ben Katz and Al Bransdorfer; San Francisco, Cliff Brown.

Remainder of the staff, which will handle special assignments, include Bob Wile, Maurice (Bucky) Harris, Sheldon Gunsberg, Phil Laufer, Bill Slater, Larry Greib and Paul Ross.

ELC Division

(*Continued from page* 1)

Margaret Rutherford; "The Perfect Woman," starring Patricia Roc; "Cairo Road," starring Eric Portmamm; "Golden Salamander," starring Trevor Howard; "They Were Not Divided," starring Ralph Clanton and Edward Underdown; "Scott of the Antarctic," starring John Mills, and "The Gay Lady," starring Jean Kent and James Donald.

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Motion Picture Daily Feature Reviews

"Bird of Paradise"

(20th Century-Fox)

THE IDYLLIC life of the South Seas islanders, with their primitive customs and curious beliefs is the motif of this picture, which is framed against a Technicolor backdrop of tropical seas and waving palms. Filmed in its entirety in the Hawaiian Islands, it is certain to catch the fancy of all intrigued by the rich beauty of the islands, the liquid vowels of the language and the graceful way of life of the Polynesians untouched by white civilization. No anthropologist's treatise, the story, written and directed by Delmer Daves, brings Louis Jourdan, a young Frenchman, into the arms of Debra Paget, daughter of the island's chief, in approved romantic fashion with the complications which arise giving the film a narrative pace and excitement far removed from anything smacking of a travelogue. As 20th Century-Fox's entry into the Easter Parade, "Bird of Paradise" should further benefit at the box-office from an extensive national promotional campaign now under way.

Jourdan comes to the island with Jeff Chandler, son of the chief. An idealistic young man, Jourdan falls in love with the simple, generous ways of the natives—and with Miss Paget, Chandler's sister. Despite a *tabu* that keeps him from speaking to Miss Paget, the evil curse put on him by the island's medicine man and the warning of a dissolute and cynical beachcomber, Jourdan decides to live on the island. Chandler warns him that renunciation of civilization means acceptance of the ways of the natives, including their belief in the gods of the mountains, skies and seas. Jourdan agrees and wins bliss with Miss Paget, but in the end she, acting on the orders of the medicine man, sacrifices herself in a volcano to keep her people safe from molten lava. Jourdan sails back to France, carrying memories with him.

More important than the story are the solid entertainment values of the plentitude of songs and dances, the beguiling scenes of young people at work and play, the glimpses of alien and charming native ethics. Performances by the principals have just the right spark of breathless romance. Maurice Schwartz is a brooding, evil medicine man and Prince Lei Lani brings a simple dignity to the role of the chief. Others are Everett Sloane, Jack Elam, Otto Waldis, Alfred Zeisler, Marry Ann Ventura, David K. Bray, Sam Monsarrat, Violet Nathaniel and Solomon Pa.

Running time, 100 minutes. General audience classification. March release.

VAUGHAN O'BRIEN

"Cuban Fireball"

(Republic)

EFFERVESCENT Estelita Rodriguez finds herself in the enviable position of being changed overnight from a morale-boosting singer in a cigar factory to a fabulous heiress. Cause of the change is the surprise inheritance of a fortune. It is on this story foundation that the picture is built, and it rolls along gayly and tunefully, with developments along formula lines.

The sudden display of affection for Miss Rodriguez gives her the idea that she may be pursued more for her fortune than for herself. As a result, when she goes to claim her fortune, she disguises herself as her former employer by putting on a fake nose, wig and glasses. The disguise brews a mess of complications which are deepened when the former employer enters the scene. The masquerade seems most tough on Warren Douglas, a young man who has fallen in love with Miss Rodriguez. The double-identity act finally leads to a wild story about murder and culminates in an attempt to blackmail Miss Rodriguez. Douglas at this point assumes the role of a hero, clears up the mess and paves the way for romance. Others in the cast are Mimi Aguglia and Leon Belasco.

Miss Rodriguez delivers a number of songs in her buoyant manner. A Herbert J. Yates presentation, "Cuban Fireball" was directed by William Beaudine, from the screenplay by Charles E. Roberts and Jack Townley. Sidney Picker was the associate producer.

Running time, 78 minutes. General audience classification. Release date, March 5.

MANDEL HERBSTMAN

"Night Riders of Montana"

(Republic)

AS USUAL, Allan (Rocky) Lane gives a two-fisted display as he teaches a band of culprits that old lesson that crime does not pay. "Night Riders of Montana" is a standard Western, meeting all the requirements of its category.

When an epidemic of horse-rustling breaks out, Ranger Lane is sent to the scene. The job of ferreting out the mastermind of the skullduggery is a difficult one because he is, on the surface, a respected citizen. Complications develop when the outlaws kill a rancher, and an innocent man, Myron Healey, is accused of the deed. There is considerable excitement, horse-riding and gunplay before matters are straightened out in traditional Western fashion.

Lane gives a stalwart account of himself as the agent of justice, while Arthur Space portrays the well-mannered villain. Gordon Kay was associate producer, while Fred C. Brannon directed, from the screenplay by M. Coates Webster.

Running time, 60 minutes. General audience classification. February release.

M. H.

"My True Story"

(Columbia)

MARKING Mickey Rooney's debut as a motion picture director, "My True Story" has some commendable qualities. Production-wise, it has emphatic appeal for the women-folk; promotion-wise, there are abundant possibilities in tieups with the well-known magazine bearing a resemblance to the title of the picture.

Sufficiently packed with entertainment for favorable registration at many box-offices, "My True Story," produced by Milton Feldman, is strictly melodrama following pattern lines laid out by screen-playwrights Howard J. Green and Brown Holmes, telling the tale of a good girl gone bad, who, of course, redeems herself in the end. The satisfactory overall portrayal by principals and supporting cast convincingly establishes the point of good-over-evil.

Featured are Helen Walker and Willard Parker, Miss Walker being cast in the role of a jewel thief who is paroled from prison and who is compelled by the old mob to take a job as house companion to Elizabeth Risdon, an elderly recluse who owns a quantity of oil of myrrh which she doles out as needed to the makers of a rare perfume and who have offered her fabulous sums to buy her entire stock of the rare ingredient. Elizabeth Risdon gives a good performance as the old lady who has shut herself off from the world. Emory Parnell hides his villainy under a deceptive air of friendliness and Wilton Graff is the slick, brutal head of the underworld gang which is determined to steal the myrrh. Willard Parker, a druggist and former O.S.S. operative, is Helen Walker's love interest.

Miss Walker is ordered by the gang to locate the myrrh and when she does not succeed there is talk of a double-cross. Desperate at the end, the gang kidnaps the perfume manufacturer and then Graff, posing as the latter's representative, enters the Risdon home and threatens violence unless the myrrh is handed over. Helen is unmasked as a forced member of the mob, but in the climax she aids in its capture.

Others in the cast are Aldo DeRe, Ivan Truesault, Ben Welden, Fred Sears, Mary Newton and Ann Tyrrell.

Running time, 67 minutes. General audience classification. March release.

"Oh! Susanna"

(Republic)

AS ONE would expect, there is no shortage of action in this film about white men and Indians in combat. Republic has given this outdoor action drama a generous production treatment which includes Trucolor and a cast headed by Rod Cameron, Adrian Booth, Forrest Tucker and Chill Wills. The events follow true to form.

The story goes back to 1875 when the Black Hills of Dakota Territory was ceded back to the Sioux Indians by government treaty. Meanwhile, greedy gold rushers were determined to ignore the treaty for selfish ends, and it becomes the task of U. S. Cavalry Captain Cameron to see that the treaty is obeyed and peace between the whites and Indians remains undisturbed. The task is a difficult one since Cameron's superior officer Tucker is an Indian-hater and furthermore there is organized resistance to the soldiers from gold-seeking white men.

Real trouble finally breaks when white men are instigated into breaking the treaty and the Indians retaliate. Tucker takes his troops to battle and is eliminated by the Indians. At the stockade where Cameron is in command, a battle rages with the outraged Indians. The latter are the victors but they allow Cameron, his men, and their women and children safe conduct. In the years that follow Cameron is made a colonel and the realization dawns that had his judgment been followed, a lot of battles with the Redmen could have been avoided.

Something of a romantic feud for the hand of Miss Booth exists between Cameron and Tucker; the former wins out, of course. Joseph Kane was associate producer-director and Charles Marquis Warren wrote the screenplay.

Running time, 90 minutes. General audience classification. Release date, March 10.

M. H.

"No Orchids for Miss Blandish"

(Renown Pictures)

WHEN first released in England, this film caused quite a stir among critics who objected to its excessive brutality. Chances are that American audiences will not concur, partly due to the lack of realism in handling American gangster characters and the ridiculous overplaying. It's difficult to figure out whether this is a serious British attempt to portray gangsterism in the U.S. or whether it is a subtle take-off on a "B"-grade American thriller.

The cast, which on occasions is unable to cover up its British accent, is led by Jack La Rue, a Hollywood villain of old repute. The picture does not miss a bet in exploring all angles of gangster life. There's the mob, the gun moll, splattering machine-guns, the insame killer, the tough newspaper man, and "the pay-off." The trouble is that, in addition to being ridiculous, it's also very badly done. Based on the novel by James Hadley Chase, who specializes in American gangsters but is said never to have visited this country, the film was produced, written and directed by St. John L. Clowes. It is not likely to do more than mildly amuse American audiences.

Linda Travers plays the title role, Hugh McDermott is the newspaper man and Walter Grisham is one of La Rue's henchman. Others in the cast are Leslie Bradley, Zoe Gail, Charles Goldner, MacDonald Parks, Percy Marmont, Lilly Molnar, Richard Nelson and Frances Marseden.

Running time, 92 minutes. Adult audience classification. February release.

For that

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book that

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that's getting

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and features that

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"Best find of '51!" —*Louella Parsons*

"She's sockeroo!" —*Variety*

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"New star of Marie Dressler type." —*Ed Sullivan*

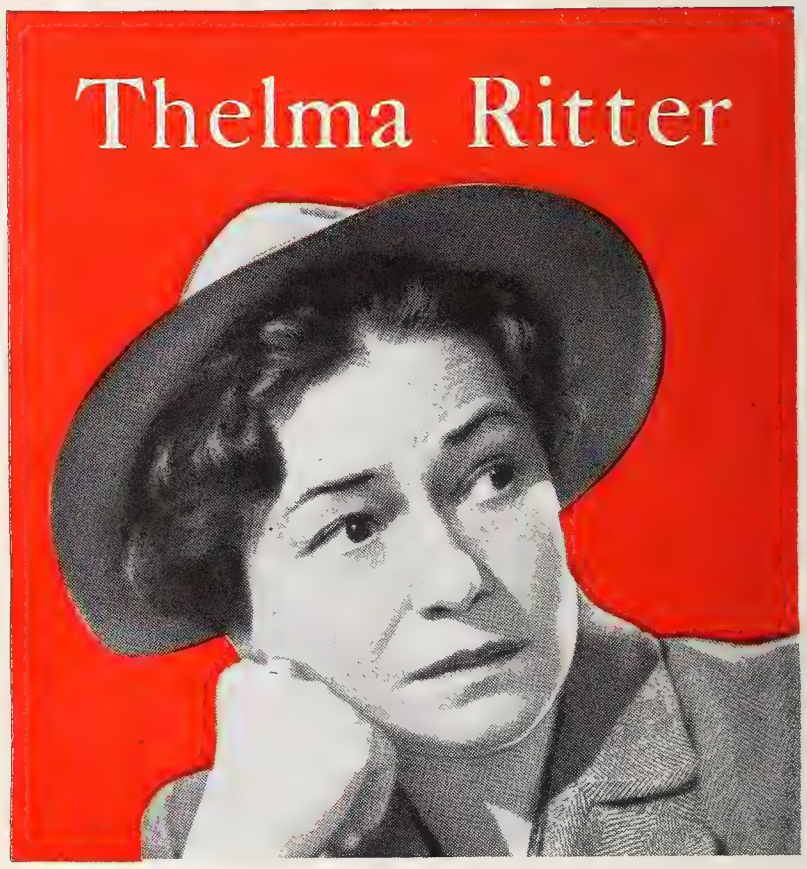
"Will be nominated for Academy Award." (And she is!) —*Columnist Sheila Graham*

"Hollywood's most talked about new star." —*Associated Press*

"She is simply magnificent!" —*Film Bulletin*

"She wraps up everything in spite of sharp competition." —*Photoplay*

"Most capable comedienne since Marie Dressler." —*Daily Variety*



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with
Miriam Hopkins
Thelma Ritter
Jan Sterling
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MITCHELL LEISEN
PRODUCTION
Produced by CHARLES BRACKETT
Directed by MITCHELL LEISEN
Written for the screen by Charles Brackett, Walter Reisch and Richard Breen





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OF THREE PRODUCTIONS

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ATLANTA RKO Scr. Rm.	195 Luckie St., N.W.	Tues. 3/20 2:30 p.m.	Wed. 3/21 2:30 p.m.	Wed. 3/21 10:30 a.m.
BOSTON RKO Scr. Rm.	122-28 Arlington St.	Tues. 3/20 10:30 a.m.	Wed. 3/21 10:30 a.m.	Wed. 3/21 2:30 p.m.
BUFFALO Mo. Pic. Oper. Scr. Rm.	498 Pearl St.	Tues. 3/20 2:30 p.m.	Wed. 3/21 2:30 p.m.	Wed. 3/21 4:00 p.m.
CHARLOTTE Fox Scr. Rm.	308 S. Church St.	Tues. 3/20 2:00 p.m.	Wed. 3/21 2:00 p.m.	Wed. 3/21 3:30 p.m.
CHICAGO RKO Scr. Rm.	1300 S.Wabash Ave.	Tues. 3/20 2:00 p.m.	Wed. 3/21 2:00 p.m.	Wed. 3/21 11:00 a.m.
CINCINNATI RKO Scr. Rm.	12 East 6th St.	Mon. 3/19 8:00 p.m.	Wed. 3/21 8:00 p.m.	Wed. 3/21 9:00 p.m.
CLEVELAND Fox Scr. Rm.	2219 Payne Ave.	Tues. 3/20 2:30 p.m.	Wed. 3/21 2:30 p.m.	Wed. 3/21 10:30 a.m.
DALLAS Paramount Scr. Rm.	412 S. Harwood St.	Tues. 3/20 2:30 p.m.	Wed. 3/21 10:30 a.m.	Wed. 3/21 2:30 p.m.
DENVER Paramount Scr. Rm.	2100 Stout St.	Tues. 3/20 2:00 p.m.	Wed. 3/21 2:00 p.m.	Wed. 3/21 3:00 p.m.
DES MOINES Fox Scr. Rm.	1300 High St.	Tues. 3/20 1:00 p.m.	Wed. 3/21 1:00 p.m.	Wed. 3/21 10:30 a.m.
DETROIT Blumenthal Scr. Rm.	2310 Cass Ave.	Tues. 3/20 2:30 p.m.	Wed. 3/21 2:30 p.m.	Wed. 3/21 10:30 a.m.
INDIANAPOLIS Universal Scr. Rm.	517 N. Illinois St.	Tues. 3/20 1:00 p.m.	Wed. 3/21 1:00 p.m.	Wed. 3/21 2:15 p.m.
KANSAS CITY Paramount Scr. Rm.	1800 Wyandote St.	Tues. 3/20 2:30 p.m.	Wed. 3/21 2:30 p.m.	Wed. 3/21 10:30 a.m.
LOS ANGELES RKO Scr. Rm.	1980 S. Vermont Ave.	Tues. 3/20 2:00 p.m.	Wed. 3/21 2:00 p.m.	Wed. 3/21 10:30 a.m.
MEMPHIS Fox Scr. Rm.	151 Vance Ave.	Tues. 3/20 2:00 p.m.	Wed. 3/21 2:00 p.m.	Wed. 3/21 10:30 a.m.
MILWAUKEE Warner Scr. Rm.	212 W. Wisconsin Ave.	Tues. 3/20 2:00 p.m.	Wed. 3/21 2:00 p.m.	Wed. 3/21 10:30 a.m.
MINNEAPOLIS Fox Scr. Rm.	1015 Currie Ave.	Tues. 3/20 2:00 p.m.	Wed. 3/21 2:00 p.m.	Wed. 3/21 10:30 a.m.
NEW HAVEN Fox Scr. Rm.	40 Whiting St.	Tues. 3/20 2:00 p.m.	Wed. 3/21 2:00 p.m.	Wed. 3/21 3:00 p.m.
NEW ORLEANS Fox Scr. Rm.	200 S. Liberty St.	Tues. 3/20 10:30 a.m.	Wed. 3/21 10:30 a.m.	Wed. 3/21 2:30 p.m.
NEW YORK RKO Scr. Rm.	1270 6th Ave., Prev. Rm. B, 7th fl.	Tues. 3/20 2:30 p.m.	Wed. 3/21 2:30 p.m.	Wed. 3/21 11:30 a.m.
OKLAHOMA Fox Scr. Rm.	10 North Lee St.	Tues. 3/20 10:30 a.m.	Wed. 3/21 10:30 a.m.	Wed. 3/21 2:30 p.m.
OMAHA Fox Scr. Rm.	1502 Davenport St.	Tues. 3/20 1:00 p.m.	Wed. 3/21 1:00 p.m.	Wed. 3/21 10:30 a.m.
PHILADELPHIA RKO Scr. Rm.	250 N. 13th St.	Tues. 3/20 2:30 p.m.	Wed. 3/21 2:30 p.m.	Wed. 3/21 10:30 a.m.
PITTSBURGH RKO Scr. Rm.	1809-13 Blvd. of Allies	Tues. 3/20 1:30 p.m.	Wed. 3/21 1:30 p.m.	Wed. 3/21 2:30 p.m.
PORTLAND Star Scr. Rm.	925 N.W. 19th Ave.	Tues. 3/20 2:00 p.m.	Wed. 3/21 10:30 a.m.	Wed. 3/21 2:00 p.m.
ST. LOUIS RKO Scr. Rm.	3143 Olive St.	Tues. 3/20 2:30 p.m.	Wed. 3/21 11:30 a.m.	Wed. 3/21 2:30 p.m.
SALT LAKE CITY Fox Scr. Rm.	216 E. 1st St. South	Tues. 3/20 1:30 p.m.	Wed. 3/21 2:30 p.m.	Wed. 3/21 1:30 p.m.
SAN FRANCISCO RKO Scr. Rm.	251 Hyde St.	Tues. 3/20 2:00 p.m.	Wed. 3/21 2:00 p.m.	Wed. 3/21 10:30 a.m.
SEATTLE Jewel Box Scr. Rm.	2318 Second Ave.	Tues. 3/20 2:00 p.m.	Wed. 3/21 2:00 p.m.	Wed. 3/21 3:00 p.m.
SIOUX FALLS Hollywood Thea.	212 N. Phillips Ave.	Tues. 3/20 10:00 a.m.	Wed. 3/21 9:30 a.m.	Wed. 3/21 10:30 a.m.
WASHINGTON Flm Center Scr. Rm.	932 New Jersey Ave.	Tues. 3/20 2:30 p.m.	Wed. 3/21 10:30 a.m.	Wed. 3/21 11:30 a.m.

UA Release

(*Continued from page* 1)

Lee Wilder's production of "Three Steps North."

Picking up the three-month schedule after "The Scarf" will be "Queen for a Day," released April 13. The Robert Still production features three prize-winning stories, written, respectively, by Faith Baldwin, John O. Ashworth and Dorothy Parker, with a screenplay by Seton I. Miller, who also co-produced. Arthur Lubin directed.

"He Ran All the Way," co-starring John Garfield and Shelley Winters, will be released April 27. John Berry directed the production for Bob Roberts. "The First Legion," which stars Charles Boyer, will be the first release of May, on the 4th. Douglas Sirk produced and directed. "New Mexico," an Anscolor production, is scheduled for May 11 release. Lew Ayres and Marilyn Maxwell are starred, Irving Allen produced. "The Prowler," starring Van Heflin and Evelyn Keyes, and directed by Joe Losey, will go into release on May 18. S. P. Eagle produced. "Fabiola" will be the May 25 release.

June 1 is the release date of Ed Gardner's production, "The Man with My Face," starring Barry Nelson, which the comedian filmed entirely in Puerto Rico, said to be the first full-length feature ever made on the island. It was adapted from a *Liberty Magazine* original, later published as a novel. The cast includes Lynn Ainley, John Harvey, Jim Boles and Carole Matthews. On June 8, "Three Steps North," starring Lloyd Bridges and the Italian stars Lea Padovani and Aldo Fabrizi will wind up United Artists' current release list. It is a post-war story of a "GI" in Italy.

ELC Relinquishes 'Man'

There will be no controversy between Eagle Lion Classics and United Artists over the release of the Ed Gardner production. "The Man with My Face," it was indicated at the weekend. ELC, which had the film on its schedule for release May 22, has relinquished it, a company spokesman said.

Coast Pay Hikes

(*Continued from page* 1)

ing formula, was conditional on the unions agreeing to postpone their contract reopening date two weeks from next October, the presently-scheduled date. This has been declined twice by the unions, with leave to reconsider. Brewer said that the recent rulings by the Wage Stabilization Board do not affect the situation.

The Board in Washington last Wednesday gave Hollywood producers permission to continue temporarily their trade salary policies for talent guild employees.

WANTED

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TODAY'S NEWS TODAY

MOTION PICTURE DAILY

AIR MAIL EDITION

VOL. 69. NO. 49 NEW YORK, U. S. A., TUESDAY, MARCH 13, 1951 TEN CENTS

Higher Fees Seen for UA Distribution

Tied to Increased Costs Current in Industry

Increased distribution fees are indicated for United Artists on future contracts with independent producers.

Current negotiations between the new UA management and producers who have sought UA as an outlet are understood to be focusing on a distribution fee range that starts with a minimum which is higher than the company's previous maximum.

Heretofore, UA's distribution charge for individual pictures was variously 27½ per cent and 30 per cent, depending on a number of factors, including a film's earning potential. The new charges are expected to start at around 32 per cent.

Current higher costs, it is said, are

(*Continued on page 6*)

N. Y. Grosses Up; $145,000 at Hall, '14 Hours', $25,000

Grosses at New York's first-runs are on the upgrade this week and are expected to go higher as a number of theatres bring in strong product for the Easter season. Several runs, with holdover pictures, report better business for the past weekend than over the previous Saturday and Sunday.

First of the Easter shows to open is "Royal Wedding" at Radio City Music Hall, which with $91,000 grossed by Sunday, looks to build to a tremendous $145,000. The annual Easter

(*Continued on page 3*)

Replies to US on Hughes Stock Sale

Holding fast to the contention that a forced sale of Howard Hughes' RKO Theatres stock would be a modification of the RKO consent decree and thus would need the presentation of new evidence at new hearings, Hughes' attorney Thomas Slack yesterday filed a reply to the government brief requesting that the stock be sold

(*Continued on page 2*)

Phonevision Will Bid for Kentucky Derby 'Exclusive'

CHICAGO, March 12.—If Phonevision receives the approval of the Federal Communications Commission after April 1, when its present 90-day test is over, one of its first steps will be to bid for an exclusive telecast of the running of the 1952 Kentucky Derby, according to E. F. McDonald, Jr., president of Zenith Radio Corp., parent company of Phonevision.

Revenue to the Derby would run into the millions, McDonald predicted, saying that the Derby would have 20,000,000 spectators besides those at Churchill Downs.

"I foresee Phonevision as a tremendous boon to charity," McDonald continued. "In the name of the Red Cross or some such organization, a championship fight could be viewed on TV sets all over the country at $2 per set. In addition to huge profits for the promoters and principals, the charity would undoubtedly realize up to $10,000,000 in a single night."

McDonald believes Baseball Commissioner A. B. Chandler made a mistake when he sold World Series TV rights for six years for $6,000,000. "Phonevision, if approved," he said, "would net baseball $6,000,000 for just one game."

McDonald is sure that Phonevision is the answer to the college football

(*Continued on page 6*)

Production Abroad Smoother: Saville

HOLLYWOOD, March 12.—British production facilities as well as those on the Continent are tagging along pretty hard on Hollywood's heels and most of the production hassles that were popping up in foreign film-making two or three years ago have now been eliminated, Victor Saville disclosed on his return here from several months abroad.

The producer-director's return marked the end of a 25,000-mile trip, including travels in Africa, made in

(*Continued on page 4*)

ELC Books Films Into 17 NY Houses

Seventeen New York Metropolitan area "art" theatres will open day-and-date runs tomorrow with Eagle Lion Classics' "Paper Gallows" and "The Taming of Dorothy."

The mass booking was arranged by Charles Amory in his new post as head of ELC's special sales unit for releases considered by the company to be designed for "art" theatres.

MPA Seeking Coast Aid in 'Red' Fight

Hollywood, March 12.—Edward Cheyfitz, Motion Picture Association of America executive, arrived here from Washington today to request the cooperation of Hollywood studios and guilds for the March 21 hearings of the House Un-American Activities Committee on alleged Communist activities here.

Cheyfitz will ask that positive steps be taken by the industry here to aid in the nation's fight against Communism.

U. S. Rejects Pleas Of Ad Film Firms

WASHINGTON, March 12. — The Federal Trade Commission has turned down the request of several advertising film producers and distributors, including Alexander Films and General Business Films, to modify a Commission order against their exclusive screening contracts.

The Commission ordered the companies to cease making any such contracts running for over a year, and to end any existing contracts that had more than a year to run from the date the Commission order was served. The companies asked the Commission to drop this last provision on existing contracts, but the Commission today refused.

The companies have gone to court against the entire FTC order, and this court action has the effect of staying the effective date of the order.

Services Today for Louis S. Lifton

HOLLYWOOD, March 12.—Funeral services will be conducted here tomorrow morning at the Church of the Recessional, Forest Lawn, for Louis S. Lifton, national director of advertising and publicity for Monogram and Allied Artists, who died unexpectedly Saturday afternoon at Cedars of Lebanon Hospital, where he had undergone major brain surgery on Friday. Lifton had become ill Wednesday morning as he prepared to leave home for the studio, and physicians who were summoned diagnosed the illness as a brain tumor. He had rallied from the operation and appeared to be gaining strength when the end came.

Lifton, 52, held the Monogram post

(*Continued on page 6*)

Rhoden Urges Spokesman for Film Industry

Addresses Luncheon for Quigley Awards Judges

(Picture on Page 4)

The industry sorely needs an official spokesman to answer its critics and traducers across the land, Elmer C. Rhoden, president of Fox Midwest Amusement Corp., Kansas City, told directors and department heads of distribution and theatres' advertising-publicity departments at a luncheon at the Hotel Waldorf-Astoria here yesterday following the 17th annual judging of the Quigley Showmanship Awards, sponsored by the Managers Round Table of *Motion Picture Herald*.

Rhoden expressed the hope that the Council of Motion Picture Organizations will be able to meet the need for an official industry spokesman.

"As of now," he said, "no one

(*Continued on page 4*)

NEWS FLASHES

A theatre telecast of Joe Adonis' appearance before the Senate Kefauver committee investigating crime so engrossed the audience at Fabian's Fox yesterday afternoon that the management let it run 50 minutes instead of an allotted 20 minutes. Century's Marine and Queen's also telecast excerpts from the hearing.

•

Plans for an industry exposition to be held next fall will be discussed at a meeting of New York exhibitors called for Thursday by Fred J. Schwartz, Century circuit executive. Schwartz first made the proposal at a COMPO board meeting last November. If held, the place will be Grand Central Palace.

'Best Films' Rating High, MPAA Reports

One out of every seven motion pictures shown on American theatre screens last year achieved the distinction of a "best films" rating. This is disclosed in a compilation of 21 lists of the year's outstanding films as selected and published by motion picture critics, periodicals and reviewing groups, and disclosed here yesterday by the Motion Picture Association of America.

Analysis of the lists shows that of some 465 feature films exhibited in the nation's theatres last year, 66—50 of them American—won "best films" citations. This total represents an increase in the number that made the "best films" grade in 1949 when, from approximately the same number of releases, the composite "jury" placed 57 motion pictures—48 from Hollywood—in the blue-ribbon category, the MPAA stated.

A number of the critics and pollsters complained that they had considerable difficulty confining their selections in 1950 to arbitrary limits, it was said.

Arthur H. DeBra, director of Community Relations of the MPAA, who made the survey, observed:

"Most of the films that won top honors last year, as in previous years, appeared on lists that limited the selections to the customary '10 best.' That as many as 66 different films were thus singled out reflects in part the extensive difference in tastes even among the relatively few critics and groups whose selections were published.

"Compared with the totals of the previous year, the increase in the number of films adjudged 'best' in 1950 would also indicate that American motion picture audiences are being treated to a constantly increasing variety of fine movies.

"According to the composite selections, there was at least one 'best' film for every week of the year—with 14 added for good measure."

Goldstone-Savini Deal

Harry Goldstone, president of Famous Pictures, New York, has concluded a deal with R. M. Savini, president of Astor Pictures to distribute the following re-releases, "Dark Waters," "Mr. Ace," "The Great John L," "Bridge of San Luis Rey," and one new release, Carol Reed's "Men of the Sea," for the Metropolitan New York and New York State territories.

Switch to Technicolor

HOLLYWOOD, March 12.—RKO Pictures' "Half Breed," with Robert Young and Jack Buetel, which goes into production this week, will be filmed in Technicolor. It was previously reported among 25 films to be made this year in Supercinecolor.

Warner District Split

CLEVELAND, March 12 .— Dick Wright and Frank Harpster, Warner Ohio Theatres district managers will divide the Southern Ohio territory handled by Ray Brown, Sr. until his death last week, thus eliminating one district manager from the zone.

Personal Mention

GEORGE J. SCHAEFER, Stanley Kramer Productions' distribution chief, is scheduled to return to New York from the Coast next weekend.

•

KENNETH N. HARGREAVES, 20th Century-Fox secretary and director in London, sails from England today in the *Queen Elizabeth* for a home office visit.

•

PHIL WILLIAMS, theatrical sales manager of The March of Time, and his assistant, BOB OGDEN, have returned here from Cincinnati.

•

JOHN B. PRESTON, Humphrey, Neb., exhibitor, has been reelected president of the Loup River Public Power District.

•

TED R. GAMBLE, head of Gamble Enterprises, is due to return here tomorrow from Palm Springs, Calif.

•

MURRAY ROMAN, field representative for Stanley Kramer, is in Dallas from New York.

•

ALVA E. SMITH of the Westrex Corp. has left here by plane for Rome. He will also visit Paris and London.

•

GEORGE W. STECK of Westrex Corp. has returned to New York from Teheran.

•

ELAINE GOSS of Realart Pictures' art department, has become engaged to ROBERT J. GROSS.

•

LEON BRANDT and ILYA LOPERT of Lopert Films have returned to New York from Chicago.

•

MICKEY DALY, manager of the Center Theatre, Hatrford, is observing his 30th year in show business.

JOSEPH HAZEN, president of Hal Wallis Productions, is due back here at the weekend from the Coast.

•

SAM COHEN, United Artists foreign publicity manager, observes his 32nd anniversary in the industry today, 13 years with Paramount and 19 with U. A.

•

GEORGE M. JONES, former office manager for Universal-International, Atlanta, has been appointed sales manager there replacing BILL KELLY, now branch manager.

•

ELLIS G. ARNALL, president of the Society of Independent Motion Picture Producers, is expected here today from Atlanta.

•

LAWRENCE KENT, 20th Century-Fox's representative on the Gaumont-British board, has returned to London from New York.

•

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ELLISON DUNN, owner of Dunn Theatres in Florida and Georgia, is in Emory Hospital, Atlanta, recovering from illness.

•

SHANNON KATZENBACH has resigned as city manager in Terre Haute, Ind., for the Fourth Avenue Amusement Co. of Louisville.

•

DICK JOHNSON has become office manager for Columbia's exchange at Atlanta.

•

BOB ROBERTS, producer, has returned to Hollywood from New York.

•

IRVING RUBINE, vice-president of Robert Stillman Productions, has returned to Hollywood from here.

Set 'Queen' Tie-in for Variety Convention

In cooperation with Robert Stillman Productions, Mutual Broadcasting and the Raymond Morgan Agency, producers of the "Queen for a Day" radio show, a special personal appearance of Jack Bailey and his radio troupe has been set for the evening of May 11 at the Variety International Convention in Philadelphia, Max E. Youngstein, United Artists advertising-publicity vice-president, has announced.

The "Queen for a Day" troupe will put on a special performance at the Variety convention for the wives of exhibitors, one of whom will be selected "Queen for a Day" and presented with several prizes. The production will go into national release through UA in April.

McCall Ups Cunningham

Bill Cunningham has been named advertising salesman covering motion picture accounts of *McCall's Magazine*. Cunningham, a veteran of 25 years in the publishing field, and for 10 years with *McCall's*, will take over from Fred Bauer, whose new assignment is the household furnishings field on the same publication.

Legion Reviews 11; One in Class 'C'

Eleven additional films have been reviewed by the National Legion of Decency. One was listed as Class "C," two are in Class "B," and the remainder in Class "A."

In Class "C" is "Hoboes in Paradise," (French), Distinguished Films. In Class "B" are "Bird of Paradise," 20th Century-Fox and "Footlight Varieties," RKO. Class "A," section one, include "Night Riders of Montana," Republic; "Skipalong Rosenbloom," Eagle Lion Classics, and "Up Front," Universal-International. Class "A," section two, include: "Fourteen Hours," 20th-Fox; "The Long Dark Hall," and "Oliver Twist," both (British) ELC; "Missing Women," Republic, and "My True Story," Columbia.

Gottlober Aids Drive

For the 10th consecutive year, Sigmund Gottlober, executive director of the Foreign Language Press Film Critic's Circle, New York, is serving as chairman of the foreign press committee here for the 1951 Red Cross Fund Campaign, which is seeking $6,500,000 throughout the city and $85,000,000 nationally.

40 Years for Wilby At Selma Theatre

Atlanta, March 12.—On April 3, R. B. Wilby, president of Wilby-Kincey Theatre Service, will celebrate the 40th year of continuous operation of the Wilby Theatre, Selma, Ala. The theatre, formerly called the Academy of Music, was changed to the Wilby, on April 3, 1939. On April 3, this year, there will be a big celebration in Selma in Wilby's honor.

Hughes Stock

(*Continued from page* 1)

by Hughes within two years, or by the trustee in the following two years.

Slack's reply, due in court last Friday, was delayed because of his absence in Washington and not, as reported, because he saw no need to reply to the government brief prepared by U. S. Assistant Attorney General Philip Marcus.

Most of Slack's latest document concerned itself with the precedents cited by Marcus but he reiterated that the consent decree reached by RKO and the government did not specifically call upon Hughes to do more than trustee his theatre holdings. He referred to the government's motion as "the whim of a single U. S. Assistant Attorney General" and asked the N. Y. Statutory Court to bear in mind that stock sales in other decrees had been specifically agreed upon and voted upon by the stockholders.

The government motion is now before the court, which may call further hearings or hand down a decision. The latter course is expected.

Vote Against Capital Bill

WASHINGTON, March 12.—A Senate District sub-committee has adversely reported on a bill to extend the District's minimum wages to males. At present, it covers only women workers. Theatre owners and other business groups had fought the measure, which may still be favorably acted on by the full Senate committee.

SMPTE to Hear Terry

Paul Terry, president of Terrytoons, Inc., will deliver a lecture-demonstration on the making of cartoons before the Atlantic Coast section of the Society of Motion Picture and Television Engineers on March 21 in the Wilkie Memorial Building, here. Non-members are welcome.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
FRED ASTAIRE - JANE POWELL
"ROYAL WEDDING"
Color by TECHNICOLOR
A Metro-Goldwyn-Mayer Picture
plus THE MUSIC HALL'S GREAT EASTER STAGE SHOW

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National Pre-Selling

M-G-M's radio series, "The Story of Doctor Kildare," now circulating to radio stations through M-G-M Records, has been singled out for commendation by the National Society for Crippled Children and Adults.

The 29-year-old nationwide organization, with 2,000 affiliates in the 48 states, services more than 20,000 children suffering from cerebral palsy. The film and radio series has also been praised by the American Red Cross for its effect in deepening the understanding of services provided by the sale of Easter Seals, with due appreciation to Lew Ayers and Lionel Barrymore for their imaginative interpretation of the needs of crippled children.

•

Paramount's "The Redhead and the Cowboy" will be given novel publicity as a result of a tieup with Copley Fabrics, Inc., which will create a montage of scenes from the picture, including shots of Glenn Ford, Edmond O'Brien and Rhonda Fleming, printed directly on a French crepe Copley fabric which can be fashioned into dresses, scarves, blouses, etc. These photoprints will also be available to manufacturers for use on satins, fluorescents and sharkskins, and should be a cue for exploitation tieups at the point of sale. Theatre staff employes can be attired in the new material to show goods in advance of playdates.

•

Six television trailers, running from 20 seconds to one-minute, have been prepared by Columbia for the Technicolor production of "Valentino." Trailers feature the stars, Anthony Dexter, who is said to be like the original "Rudy," and Eleanor Parker, as one of many women in his life. Dramatic highlights are accented and the selling approach is intended to bring out the romantic and nostalgic quality of the film. Trailers are now available in both 16mm. and 35mm.

•

An important tribute to the 20th Century-Fox "Bird of Paradise" promotion campaign has come from the Retail Division of the Bureau of Advertising, which has named the plan "an outstanding example of motion picture merchandising at the local level." A special bulletin heralding the campaign is being sent by the Bureau to hundreds of member newspapers, urging their complete support. Specifically, advertising managers of daily newspapers throughout the country are urged to set up special sections in which various tie-ins can be assembled for the greatest cooperative advertising benefit with local theatres.

•

Almost 1,000,000 persons in every part of the country have already asked to see Robert Stillman's "Queen for a Day" as a result of the elaborate preselling campaign which has been waged since Feb. 12, when Mutual Broadcasting launched its three-week, day-today program urging listening audiences to send signed postcards, requesting tickets for the premiere of the picture in their city. The network's 500 stations concluded their search for the "Queen City" on March 2 and announcement of the winning situation will follow, with a personal appearance of the entire "Queen for a Day" radio troupe on the local MBS station.

Review

"Soldiers Three"

(Metro-Goldwyn-Mayer)

INSPIRED by the stories of Rudyard Kipling, M-G-M's "Soldiers Three" has its setting in India and revolves around the rousing adventures of three soldiers in the King's army. The obstreperous trio that has a kinship with trouble and mischief consists of Stewart Granger, Cyril Cusack and Robert Newton. The story is told in retrospect in a tongue-in-cheek manner by Walter Pidgeon, a retired general who lived through the stormy mischief of the three soldiers. The cast is rounded out by David Niven, a captain, and Greta Gynt, a voluptuous blonde who shares a brief romantic interlude with Granger.

The picture has been well made production-wise, and has humor, interest and action. However, there are times when the plot seems uncertain in its direction and is heavy with dialogue.

For the most part the story delineates the misadventures of the three soldiers and shows how their unorthodox behavior has repercussions on both Pidgeon and Niven. Incident follows incident, until finally the wily Pidgeon hits upon a strategem to break up the three. He promotes Granger to a sergeant, and since privates traditionally do not like sergeants, dissension is aroused among the three friends. Comic enmity bounces back and forth in abundance. A crisis is reached when some 50 men are dispatched to take a fortress, a seeming death-trap mission. The two privates are in the group but Granger is left behind. Once within the walls of the fortress, the group gets hopelessly trapped by the Indians. In the meantime, Granger has deserted and goes off to join his buddies. His desertion becomes mighty helpful to the trapped men as he proves instrumental in their liberation. Since hero Granger has to be punished for his desertion, he is happily demoted back to a private and all ends joyously.

Pandro S. Berman produced and Tay Garnett directed, from a screenplay by a trio of writers consisting of Marguerite Roberts, Tom Reed and Malcolm Stuart Boylan.

Running time, 83 minutes. General audience classification. Release date, April 20.

MANDEL HERBSTMAN

(Additional reviews on page 6)

A six-fold tieup between 20th Century-Fox's "Follow the Sun" and Foot-Joy golf shoes will saturate 10,000,000 *members of the golfing world with special material on the Ben Hogan film. Seventy-five thousand postcards will be sent to members of golf clubs, with follow-up letters going to 2,200 golf "pros," and* 8,000 *Foot-Joy catalogues and more than* 10,000 *posters going to sporting goods dealers and department stores. Country clubs, public golf courses and professionals throughout the country will also promote the picture.*

•

Twentieth Century-Fox's "Follow the Sun" will be promoted in a Coast-to-Coast tieup with Catalina, Inc., which has created a special "Follow the Sun" swim suit for men, women and children, displaying them in approximately 10,000 *stores, with full-page ads breaking simultaneously in national magazines. The company is also distributing a promotional manual to encourage local campaigns between dealers and theatre managers, to put on bathing siut contests with cooperative advertising. The current issue of* Reader's Digest *will bring the story of "Follow the Sun" to* 25,000,000 *readers throughout the world.*

WALTER BROOKS

New Lens for TV

BOSTON, March 12.—A claim that "jellied" plastic has been used successfully in a plastic lens which produces 15 by 20 foot television pictures in theatres, was made recently by Polaroid Corp. officials. The lens is the largest ever manufactured commerically, officials said, and it has been installed in a chain of theatres. Officials said it is being used in the RCA theatre television projection system.

Barnett Expanding

Barnett International Forwarders, New York, which expedites film industry shipments abroad, has opened an office at N. Y. International Airport.

Ascap Sets Annual Meet for March 27

Ascap's annual meeting, which will feature reports by Otto Harbach, president, and other officers, has been set for March 27 at the Waldorf-Astoria Hotel here. It will be followed on the evening of the same day by the society's annual banquet at the Waldorf-Astoria.

Ballotting is already under way for a new board of directors, and the results of the election are expected to be announced on March 22. The new board will consist of 12 writer representatives and 12 publisher representatives.

In three to five days following ASCAP's annual meeting, officers will be elected for the coming year from among the new board membership.

Borack Heads New Film Buying Group

CINCINNATI, March 12.—William Borack, formerly Cooperative Theatre Service branch manager, has formed Tri-State Theatre Service, in partnership with Rube Shor, operator of the local Twin Drive-in and other theatres in the territory. Headquarters have been established in the Film Building here.

Play TV Duals, Shorts

BOSTON, March 12.—The Yankee Network of New England which operates television station WNAC-TV in Boston, has instituted a new policy on Saturday afternoons, playing double feature films beginning at 1:30 P.M. and ending at five, augmented by short subjects. This will continue until the baseball season starts and in the event that baseball games are not televised on Sautrday afternoons the double feature film policy will be reinstated.

NY Grosses

(Continued from page 1)

Show, staged by Leon Leonidoff, is on stage.

Another opener which looks big is "14 Hours" at the Astor, where a hefty $25,000 is expected for the first week. "Molly" at the Paramount is having a mild first week, with a gross of about $50,000 due. Nellie Lutcher tops the Paramount stage bill.

"Storm Warning," aided by Josephine Baker on stage is expected to gross over $50,000 for a second week at the Strand, provided Miss Baker recovers from the illness which kept her from the stage on Sunday. The film and stage show is being held for an additional week because of the excellent box-office showing.

"Three Guys Named Mike" is moving out of the Capitol after a two-week stand, with about $36,000 expected for the final week. With $44,000 for the first week, the run is satisfactory. "Inside Straight" will open on Thursday.

Also finishing up is "U.S.S. Teakettle (renamed "You're in the Navy Now"), at the Roxy, with about $46,000 estimated for a final five days. Better business was reported for last weekend than for the previous weekend, with $39,000 grossed as compared to $37,000. The Roxy's Easter offering, "Bird of Paradise," will open tomorrow, along with a special stage show headed by Tony Martin.

Among the longer runs, "Born Yesterday" still leads with a splendidly consistent $21,000 reported for its 12th week. "Tomahawk" is holding up nicely at Loew's State, with about $14,000 due for a fourth week. The State also reports better business last Saturday than on the same day a week ago.

"The 13th Letter" is rather slow with $10,000 estimated for a third week at the Rivoli. "No Orchids for Miss Blandish" is sitll okay at the Globe, with about $12,000 in sight for a third week. "Target Unknown" had a satisfactory 10-day run at the Criterion with a total gross of about $22,000; regardless, it is making way for "The Groom Wore Spurs" today.

The Mayfair is concluding three weeks with a pair of reissues, "Dodge City" and "Virginia City," with a good $12,000 estimated for the final period. "Gambling House" will open there on Saturday.

"Cyrano de Bergerac" still maintains a satisfactory pace in its two-a-day run at the Bijou, with about $8,000 due for the 18th week. "Trio" is beginning to sag a bit at the Sutton, with about $4,500 expected for the 23rd week.

'Brass' Will View U-I's 'Air Cadet'

SAN ANTONIO, March 12.—Universal-International's "Air Cadet" will have its world premiere at the Majestic Theatre here Wednesday evening before an invited audience headed by 15 top Air Force Generals, and civic leaders, including the Governor of Texas and Mayor of San Antonio. Richard Long, on furlough from the U. S. Army, and Peggie Castle, both of whom are featured in the film, will represent Hollywood.

The premiere will launch a series of key Texas openings, including the Majestic in Dallas, Thursday; Loew's State, Houston, Friday; and the Worth, Ft. Worth, Saturday.

Rhoden

(*Continued from page* 1)

speaks for us on the industry level. We sit and take it and do nothing."

Rhoden reviewed a number of factors that have been injurious to the industry's standing in the eyes of the public and pointed out indications of the industry' unwillingness or inability to counteract them. The investing public, he said, "thinks we are going down-hill. Motion picture stocks in the past five years decreased in market value from a former worth of $900,000,000 to a present worth of something over $400,000,000. Many financial spokesmen, have without challenge, made the assertion that television will mean the end of motion pictures, he pointed out, and critics and columnists through adverse and frequently unwarranted statements have contributed to the industry's bad press, often without being answered.

For itself, Rhoden said, the industry has experienced a letdown of good old-fashioned press-agentry and its advertising no longer dominates popular media as it once did. While citing figures to show that over-all American advertising expenditures have more than doubled since 1940, film advertising actually has decreased in display space used, and what increase in expenditure for advertising there has been is explained by increases in rates, he said.

"We have not kept pace in advertising with other lines and other industries," Rhoden said.

Even the Main Street theatre today has become a "drab" thing, the Fox Midwest chief asserted. At one time, he recalled, the theatre with its animated lights was the one bright spot at night on Main Street. Today, wedged between the brighter neons of even supermarkets, "it looks drab."

While many good pictures still come from Hollywood regularly, Rhoden said, "we have introduced nothing new that people can talk about." In this respect he commended 20th Century-Fox for its Showmanship Campaign of last year and 20th-Fox's Charles Einfeld for the scheduled-performances policy for "All About Eve." The latter, Rhoden admitted, may have had indifferent results but it did give critics and columnists something to write about with the result that the picture was highly successful in his own and many other theatres.

"Distributors' advertising-publicity departments are doing a good job within their orbit," Rhoden said, "but we must select better selling angles on the exhibitor level."

Television, he suggested, should make a very effective advertising-publicity medium for theatres and, commending "The M-G-M Story," supervised by Frank Whitbeck, Rhoden said it is ideally suited to television presentation.

He holds that television is not fatal competition for theatres by any means, asserting that since its introduction in the Kansas City area a year ago his theatres have experienced no decline in business. In fact, it's better, he said.

Rhoden mentioned competitive bidding and earlier liquidation of pictures as among the few new things introduced in distribution in recent years, adding that he feels both are bad for the industry—bidding because it often results in putting the best picture in the poorest theatre and faster liquidation because it destroys some of the great value of word-of-mouth advertising.

Exhibition, he said, is still using the same media, with the exception of television, for selling pictures that it used years ago. However, he paid tribute to trailers, reporting that a recent poll conducted in Kansas City theatres showed that 47 per cent of the patronage had been sold by trailers.

Rhoden also pointed up the great publicity value to the industry of the annual Academy Awards. He suggested better information to exhibitors on production operations in order that exhibitors may know who is making the economically sound as well as the successful pictures.

"Production must be successful if exhibition is to succeed," Rhoden said. "Waste must be eliminated in Hollywood and exhibitors should know whether production costs are all on the screen or whether a large part of them are errors to be wrung out."

He commended Universal for production of successful pictures at reasonable costs and also mentioned Robert Lippert's "Steel Helmet" and Republic's "Sands of Iwo Jima" in the same category.

"The industry needs to act," he concluded. "I hope the COMPO Film Festival starts next fall, as planned. We must put the circus back on the road. We must bring Hollywwood to Main Street, as we brought the Bond Shows there in the last war."

Rhoden expressed his appreciation of the Managers Round Table work in promoting business on the exhibitor level and said its importance is demonstrated by the fact that when one of his men wins the annual Quigley Showmanship Award, "I either have to give him a promotion or someone steals him from me." He commended Martin Quigley, the *Hearld* and Walter Brooks, director of Managers Round Table, for their services to the industry in inspiring managers to showmanship excellence.

In introducing Rhoden, Quigley cited the Fox Midwest head's contributions to community and industry welfare as well as his successful administration of his own business.

Quigley reported that this year's entries of campaigns by theatre managers in the annual Showmanship Awards constituted the largest number in the 17-year history of the competition, and that more than 3,500 current members of the Mangers Round Table also sets a new record.

Quigley called for a pause by the approximately 80 luncheon guests for a silent tribute to Louis S. Lifton, advertising-publicity director of Monogram-Allied Artists, who died suddenly last Saturday in Hollywood.

At the dais with Rhoden and Quigley were E. C. Grainger, Shea's Theatres; Louis Schine, Schine Circuit; A. W. Smith, Jr., 20th Century-Fox; J. J. O'Connor, Universal; Oscar Doob and Ernest Emerling, Loew's.

Former winners of the Quigley grand award for showmanship who were present included Charles Hacker, Radio City Music Hall; Harry Goldberg, Warners, and Lige Brien, Eagle Lion Classics.

Distribution and theatre advertising-publicity executives served as judges of the campaign entries. Their ballots will be tabulated during the week and winners will be announced at the end of the week.

The judges for the Showmanship Awards were:

PAUL ACKERMAN, advertising and publicity director, Paramount International Films, Inc.; LEON BAMBERGER, sales promotion manager, RKO Radio Pictures; EMIL BERNSTECKER, district manager, Wilby-Kincey Theatres; DAVID BLUM, publicity director, Loew's International Corp.; SID BLUMENSTOCK, advertising director, Paramount Pictures; LIGE BRIEN, exploitation manager, Eagle Lion Classics; RICHARD BROUS, legal department, Fox Midwest; DENNIS CARLIN, advertising manager, Republic Pictures; MILTON E. COHEN, general sales manager, Eagle Lion Classics; SAMUEL COHEN, foreign publicity director, United Artists; RICHARD DE ROCHEMONT, The March of Time; OSCAR A. DOOB, general theatre executive, Loew's Theatres; EDWARD C. DOWDEN, advertising-publicity department, Loew's Theatres; STEVE EDWARDS, director of advertising and publicity, Republic Pictures; ERNEST EMERLING, advertising publicity director, Loew's Theatres; LYNN FARNOL; MELVIN L. GOLD, director of advertising and publicity, National Screen Service; HARRY GOLDBERG, advertising and publicity director, Warner Bros. Circuit; LARRY GRABURN, advertising director, Odeon Theatres of Canada; E. C. GRAINGER, president, M. A. Shea Theatrical Enterprises; BEN H. GRIMM, advertising manager, RKO Radio Pictures; CHARLES HACKER, administrative assistant, Radio City Music Hall; WILLIAM J. HEINEMAN, vice-president in charge of distribution, United Artists; B. G. KRANZE, vice-president in charge of national distribution, Eagle Lion Classics; TED LAZARUS, advertising manager, Eagle Lion Classics; HOWARD LESIEUR, national director of advertising and publicity, Eagle Lion Classics; HENRY A. LINET, sales promotion manager, Universal International; LARRY LIPSKIN, foreign publicity director, Columbia; JEFF LIVINGSTON, Eastern advertising manager, Universal International.

Also: GEORGE LYNCH, head film buyer, Schine Circuit; HARRY McWILLIAMS, exploitation manager, Columbia; HARRY MANDEL, national director of advertising and publicity, RKO Theatres; SIDNEY MESIBOV, director of exploitation, Paramount Pictures; SEYMOUR MORRIS, advertising and publicity director, Schine Theatre Circuit; JAMES R. NAIRN, director of publicity and public relations, Famous Players Canadian; RUTGERS NEILSON, foreign publicity director, RKO Radio Pictures; JOHN J. O'CONNOR, vice-president, Universal International; JERRY PICKMAN, acting national advertising and publicity director, Paramount Pictures; DON PRINCE, director of publicity, RKO Radio Pictures; HARLAND RANKIN, Rankin Enterprises, Canada; ELMER RHODEN, president Fox Midwest Amusement Corp.; WILLIAM F. RODGERS, vice president, Loew's; JONAS ROSENFIELD, advertising manager, 20th Century-Fox; SIDNEY SCHAEFER, director of media and printed advertising, Columbia; LOUIS W. SCHINE, secretary-treasurer, Schine Circuit; CHARLES SCHLAIFER; SILAS F. SEADLER, advertising manager, Loew's; MILTON SILVER, executive assistant, Republic Pictures; GEORGE SKOURAS, president, Skouras Theatres; A. W. SMITH, Jr., vice president, 20th Century-Fox; DAN TERRELL, director of exploitation, Loew's; PHIL WILLIAMS, sales manager, The March of Time; FRANCIS M. WINIKUS, advertising manager, United Artists, and MAX E. YOUNGSTEIN, vice president and national director of advertising and publicity United Artists.

Quigley Awards Luncheon



Quigley Publications Photo

MARTIN QUIGLEY, chairman of the 17th annual* Motion Picture Herald *Managers Round Table judging meeting and luncheon for the Quigley Publications' "Showmanship Competition," introduces the guest speaker, Elmer C. Rhoden, president of Fox Midwest Amusement Corp., at the Hotel Waldorf-Astoria here yesterday. Rhoden is seated to the left of Quigley. They are flanked by Louis Schine of the Schine Circuit (left) and J. J. O'Connor of Universal (right).

Saville

(*Continued from page* 1)

the interests of his forthcoming independent production activity.

The post-war hostility which was evident in some quarters a few years ago when foreign film industries opposed invasion by Hollywood, even in the form of location troupes, has vanished, Saville stated.

"Stage space, camera equipment, and other production facilities are readily available in England and in Italy in particular, and are obtainable in almost every country in Europe," the producer-director said.

"In addition, they offer several advantages, including a lot of spectacular scenery that has not been worn out as screen backgrounds. And of course it is very easy to find bit and character players who are experienced actors and yet haven't worn out their welcome on the American screen."

Saville made preliminary arrangements to film "The Director," his forthcoming independent film, in Ireland. Before he left England he completed, in collaboration with L.A.G. Strong, Irish novelist, the screenplay for this picture which is based on a story by Strong. In addition, Saville has launched pre-production activity on several other independent projects, including "Order of Release," and "I'm Going to Maxime's," the latter to be filmed in Paris. He will also remake his 1936 production, "Storm in A Teacup."

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FAME is the *only* publication which records, within a single book, the popularity status of talent in the three fields of Motion Pictures, Radio, and Television.

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A QUIGLEY QUALITY PUBLICATION

U.A.

(*Continued from page* 1)

in the neighborhood of 29 per cent as against whatever percentage a producer is charged, thus leaving a minimum spread of about three per cent between what it would cost the distributor to sell and promote a picture and what would be charged as a distribution fee.

Pictures which are viewed as continuing within the former distribution fee range, notwithstanding the higher costs, are those which were contracted for by the former UA management. Such pictures which are just going into release include Harry M. Popkin's "The Second Woman," I. G. Goldsmith's "The Scarf," Irving Allen's "New Mexico," S. P. Eagle's "The Prowler," W. Lee Wilder's "Three Steps North" and Robert Stillman's "Queen for a Day." It is viewed as likely, however, that contracts covering some of these could have been renegotiated with the new management with the result that distribution fees were increased, thereby providing the producers with the assurance of the maximum efforts of the sales and promotion departments under the increased costs structure.

New UA Management Discusses Prospects with Mary Pickford

United Artists officers met with Mary Pickford at a luncheon at the Waldorf-Astoria Hotel here yesterday to discuss company prospects under the new management. Present were Arthur B. Krim, UA president; William J. Heineman, distribution vice-president; Max E. Youngstein, vice-president and national director of advertising-publicity, and Matthew Fox and Robert Benjamin, principals with Krim in the take-over of the company.

Services for Lifton

(*Continued from page* 1)

since the company's reorganization in 1936. Prior to that he had been Eastern story and talent executive for Republic. Earlier film experience included associations with Educational, World-Wide, British-International and Metro. Born in New York and educated at Columbia, Lifton had been a staff member of the *Chicago Tribune's* Paris edition, and also was a reporter for the Brooklyn *Eagle* and *Times,* prior to joining the film industry.

Surviving are the widow, Lillian, his father and mother, a sister and three brothers, all of New York City.

Industry Firms Gave $87,325 to N. Y. Fund

Contributions to the Greater New York 1950 Fund Drive collected by the entertainment group totalled $87,325 from firms and $16,353 from employes, according to a final report made by Joseph R. Vogel, Loew's vice-president and head of the entertainment group.

Would Exempt Films From Tenn. Sales Tax

NASHVILLE, March 12.—A bill introduced in the Tennessee Legislature by Representative Paul Phillips of this city would exempt rentals on motion picture film from the state sales tax.

Reviews

"Lullaby of Broadway"

(Warner Brothers)

THE ARRAY of old, nostalgic tunes that are brought back in "Lullaby of Broadway" is the real attraction of this musical drama. The production is in Technicolor and has enough entertainment assets to make it dependable merchandise despite conventional story material.

The story has Doris Day returning home from a theatrical career in England to visit her mother, Gladys George, who is presumed to be riding the crest of a successful stage career. Actually, Miss George is on the lower rung of the theatrical ladder, addicted to alcohol, and working in a cheap village cafe. To shelter Miss Day from the reality, the latter is led to believe that her mother is the owner of a swank home which actually is the property of S. Z. Sakall, a theatrical "angel." As the masquerade continues, complications deepen. Meantime, Sakall decides to back a musical and have Miss Day as the star. The association of Miss Day and Sakall leads to several misunderstandings, mainly from Gene Nelson, tap-dancing boy friend of Miss Day's, and Florence Bates, Sakall's wife.

In time Miss Day learns the truth about her mother, is crestfallen, and prepares to return to England. A last minute series of events reunites Miss Day and her mother, and then the show, "Lullaby of Broadway," goes on with Nelson as Miss Day's leading man.

Others in the cast are Billy De Wolfe and Ann Triola, vaudeville team working as butler and maid for Sakall. Songs, beside the title one, include "In A Shanty in Old Shanty Town," Please Don't Talk About Me When I'm Gone," "Somebody Loves Me," and others. William Jacobs produced and David Butler directed from a screenplay by Earl Baldwin.

Running time, 92 minutes. General audience classification. Release date, March 24. M. H.

"The Man from Planet X"

(Sherrill Corwin—Mid-Century Pictures) *Hollywood, March* 12

INDEPENDENT motion picture theatre owner Sherrill Corwin, with an eagle-eye peeled in the direction of what he believes to be a box-office bonanza, for marketing through an as yet unnamed distribution company, purchased "The Man from Planet X" from its producers, Aubrey Wisberg and Jack Pollexfen, operating as Mid-Century Pictures. To make certain of his estimate of the production's future box-office potentialities, Corwin opened the film for a test run at the Paramount Theatre in San Francisco on March 9, further strengthening his economic conclusions by screening the film for professional reviewers in Hollywood prior to the San Francisco test. Out of all of this attention came the consensus of opinion that Exhibitor Corwin had dealt himself ace-high merchandising product.

The tale reverses the procedure of films about people of the Earth visiting other planets, and depicts people of other planets visiting Earth. Corwin apparently had in mind the highly satisfactory box-office performances of the predecessor productions of the Earth-visiting-other planets sphere.

Ably directed by Edgar Ulmer, from an impressively literate script by the co-producers, this production relies, as seems to be the correct procedure in enterprises of this character, on subject matter rather than upon magnetic personalities for its pulling power.

Opening the story, a New York newspaper reporter journeys to a remote island off the Coast of Scotland, on invitation of a scientist who is his long-time friend, to cover the news of the approach of a hitherto unknown planet, which he has called Planet X. The scientist has calculated the date of its closest approach to Earth, but while they are awaiting this date they discover a torpedo-shaped conveyance in which an agent of Planet X, peacefully disposed, has landed to make preparations for further landings of X-people.

When the scientist's assistant crosses up the friendly visitor, who depends on a tank of X-atmosphere for survival, the visitor enslaves the scientist, his daughter, his assistant, and several townsfolk, by use of a mesmeric ray. The reporter summons Scotland Yard men, then rescues the enslaved people by shutting off the visitor's supply tank, and the police blow up the visitor and his vehicle in time to prevent his signalling landing instructions to Planet X, which finally swings on past and away. The story is by no means as incredible, fantastic and cartoon-like as the above synopsis suggests, and it it handled in such a way that it builds genuine suspense and solid impact.

The cast goes along well, and includes Robert Clark, Margaret Field, Raymond Bond, William Schallert, Roy Engel.

Running time, 70 minutes. General audience classification. Release date, not set.

"Missing Women"

(Republic)

PERENNIAL INTEREST in police work and in particular the Bureau of Missing Persons may give this semi-documentary study a lift at the box-office. Exploitation with the cooperation of city and police officials, may also help this film, which doesn't quite come off.

Penny Edwards sees her groom of an hour killed after they stop on an isolated road to remove something from the back of their car. When police appear to be taking their time about finding the killers, Miss Edwards takes things into her own hands, completely changes her name and appearance and starts on their trail. Her disappearance becomes a problem to the Missing Persons detail and she is tracked down. The police discover how close she is to the solution and to the whereabouts of a gang of auto thieves who operate in lover's lanes." They close in just in time to rescue Miss Edwards, engage in a gun fight and apprehend the gang. Acting is up to par and the direction by Philip Ford is adequate. Stephen Auer was associate producer. Others in the cast are James Millicum, John Gallaudet and John Alvin.

Running time, 60 minutes. General audience classification. February release.

Double Refund for Seattle's Patrons

Salem, Ore., March 12.—Oregon Legislator Bernard D. Gleason of Portland, has dropped a bill in the hopper that provides a theatregoer to be refunded twice the cost of a ticket if he is not seated within 30 minutes. The purchase time of the ticket would be stamped on it when it is sold. A standing-room-only ticket would sell for half price.

Phonevision

(*Continued from page* 1)

telecast problem. During the recent National Collegiate Athletic Association meetings in Chicago, Zenith demonstrated Phonevision for the delegates. Their reaction was very favorable, it was stated, the most noteworthy comment being made by Tom Hamilton, head of the NCAA television committee, who said, "in presenting sporting events on TV without harm to the financial structure of college athletics, I feel that the development of Phonevision will make TV all the more valuable to the public."

No Action on Cole Suit Against Loew

WASHINGTON, March 12.—The U. S. Supreme Court today did not act on the appeal of Lester Cole from a lower court ruling tossing out his reinstatement suit against Loew's, Inc. This means that no action will come before March 26 at the earliest, the date of the next court session. Some film industry officials had hoped the Court would dispose of the appeal before the House Un-American Activities Committee's Hollywood hearings open next week.

The issue in the Cole appeal is whether a refusal to cooperate with the House Committee and to answer questions on Communist affiliations constitutes ground for dismissal under the "morals" clause in most talent contracts.

Arthurs on Coast to Present F-M Awards

HOLLYWOOD, March 12.—Harry C. Arthur and Harry C. Arthur, Jr., who arrived here last night from St. Louis to present the Fanchon and Marco Circuit's first annual box-office winner award to the 20th Century-Fox studios, will also present a special silver plaque to Dr. Herbert T. Kalmus. This will be in appreciation of Technicolor's "immeasurable contributions to the welfare and progress of the motion picture industry."

To Select Committee For Allied Meet

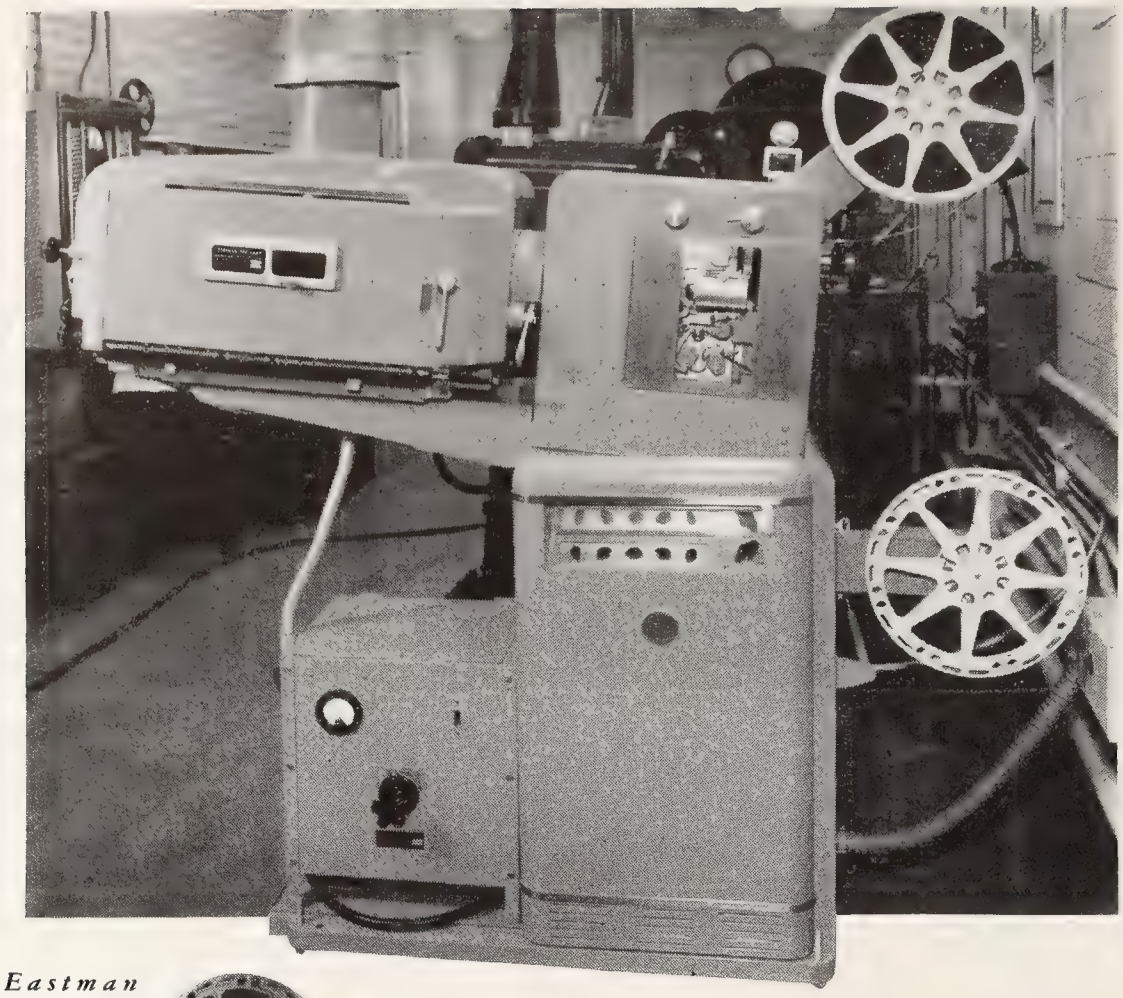
New Jersey Allied will hold a membership meeting at its New York headquarters tomorrow to select a committee to handle arrangements for the national Allied convention scheduled for next Oct. 28 through Nov. 1 at the Hotel Biltmore here. Wilbur Snaper, president of the New Jersey regional, will preside at tomorrow's meeting.

The New Jersey unit recently was selected by Allied States' Board to play host to the 1951 national convention delegates.

MOTION PICTURE DAILY'S BOOKING CHART

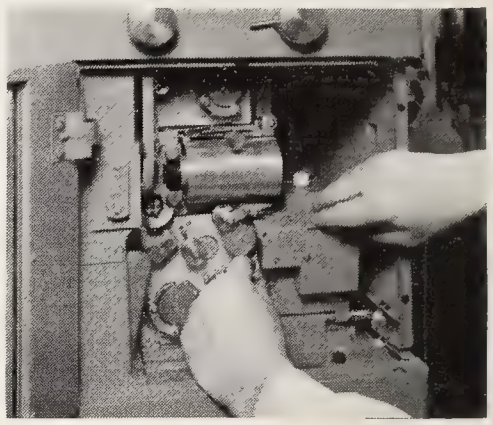
WEEK OF	COLUMBIA	EAGLE LION CLASSICS	M-G-M	MONO.	PARA.	REPUBLIC	RKO	20TH-FOX	U. A.	UNIV.-INT'L.	WARNERS	LIPPERT
Feb. 4	(Feb. Releases) BORN YESTERDAY Judy Holliday Broderick Crawford C—103 min. (Rev. 11/17/50) OPERATION X Edward G. Robinson Peggy Cummins D-79 min. (Rev. 12/18/50)	(Feb. Releases) FIGHTING REBELS O VOLCANO Anna Magnani D THEY WERE NOT DIVIDED Edward Underdown D—102 min. MY OUTLAW BROTHER Mickey Rooney Robert Preston O—82 min. (Rev. 2/6/51) SKIPALONG ROSENBLOOM Maxie Rosenbloom Max Baer CO—73 min. DERBY WINNER D	THE MAGNIFICENT YANKEE Louis Calhern Ann Harding D—89 min. (Rev. 11/15/50)	ABILENE TRAIL Whip Wilson O	(Feb. Releases) THE GREAT MISSOURI RAID (Color) Wendell Corey Macdonald Carey D—85 min. (Rev. 12/1/50) SEPTEMBER AFFAIR Joan Fontaine Joseph Cotten D—104 min. (Rev. 10/11/50)	SPOILERS OF THE PLAINS Roy Rogers Penny Edwards O—68 min. (Rev. 2/6/51)	THE COMPANY SHE KEEPS Lizabeth Scott Jane Greer Dennis O'Keefe D—83 min. (Rev. 12/19/50)	(Feb. Releases) CALL ME MISTER (Color) Betty Grable Dan Dailey M—95 min. (Rev. 1/24/51) I'D CLIMB THE HIGHEST MOUNTAIN (Color) Susan Hayward William Lundigan D—88 min. (Rev. 1/12/51) THE 13th LETTER Charles Boyer Linda Darnell D—85 min. (Rev. 1/19/51)	(Rob't Stillman Prods.) SOUND OF FURY Frank Lovejoy Lloyd Bridges D—90 min. (Rev. 12/6/50)	(Feb. Releases) OPERATION DISASTER John Mills D—100 min. (Rev. 1/10/51) TOMAHAWK (Color) Van Heflin Yvonne De Carlo O—82 min. (Rev. 1/8/51) BEDTIME FOR BONZO Ronald Reagan Diana Lynn C—83 1/3 min. (Rev. 1/15/51) TARGET UNKNOWN Mark Stevens Don Taylor D—90 mins. (Rev. 1/30/51)	STORM WARNING Ginger Rogers Ronald Reagan D—93 min. (Rev. 12/6/50) THE ENFORCER Humphrey Bogart D—87 min. (Rev. 1/23/51)	FINGERPRINTS DON'T LIE Richard Travis Sheila Ryan D (Release: 3/3/51)
Feb. 11			VENGEANCE VALLEY (Color) Burt Lancaster Robert Walker O—83 min. (Rev. 2/5/51)	RHYTHM INN Jane Frazee Mc—73 min. (Rev. 2/6/51)			GAMBLING HOUSE Victor Mature Wm. Bendix D—80 min. (Rev. 12/22/50)					
Feb. 18			CAUSE FOR ALARM Loretta Young Barry Sullivan D—74 min. (Rev. 1/26/51)	THE VICIOUS YEARS Tommy Cook Gar Moore D—79 min. (Rev. 2/23/50)		MISSING WOMEN Penny Edwards James Millican D						
Feb. 25		THE HOODLUM D THE BLUE LAMP Jack Warner Jimmy Hanley D—84 min. (Rev. 6/1/50)	THREE GUYS NAMED MIKE Jane Wyman Van Johnson C—79 min. (Rev. 2/9/51)	NAVY BOUND Tom Neal Regis Toomey D—60 min. (Rev. 2/20/51)	(Mar. Releases) SAMSON AND DELILAH (Color) Hedy Lamarr Victor Mature George Sanders D—128 min. (Rev. 10/21/49)	NIGHT RIDERS OF MONTANA Allan "Rocky" Lane O—60 min. (Rev. 3/12/51) SILVER CITY BONANZA Rex Allen O CUBAN FIREBALL Estelita Rodriguez Warren Douglas CD—78 min. (Rev. 3/12/51)	CRY DANGER Dick Powell Rhonda Fleming D—79 min. (Rev. 2/1/51) PAYMENT ON DEMAND Bette Davis Barry Sullivan D—90 min. (Rev. 2/15/51)	(Mar. Releases) SWORD OF MONTE CRISTO (Color) George Montgomery Paula Corday D—80 min. (Rev. 3/9/51) LUCKY NICK CAIN George Raft Coleen Gray D—87 min. (Rev. 2/7/51) BIRD OF PARADISE (Color) Louis Jourdan Debra Paget D—100 min. (Rev. 3/12/51) OF MEN AND MUSIC (Concert Feature) M—85 min. (Rev. 11/27/50)	(Harry M. Popkin) THE SECOND WOMAN Robert Young Betsy Drake D—91 min. (Rev. 1/17/51)	(Mar. Releases) THE GROOM WORE SPURS Ginger Rogers Jack Carson C—80 min. (Rev. 2/5/51) AIR CADET Stephen McNally Richard Long D—94 min. (115) (Rev. 2/19/51) ABBOTT AND COSTELLO MEET THE INVISIBLE MAN Bud Abbott Lou Costello C—82 min. (Rev. 3/7/51)	SUGARFOOT (Color) Randolph Scott Adele Jergens O—80 min. (Rev. 1/30/51) LIGHTNING STRIKES TWICE Ruth Roman Richard Todd D—91 min. (019) (Rev. 2/20/51)	MASK OF THE DRAGON Richard Travis Sheila Ryan D (Release: 3/17/51)
Mar. 4	A YANK IN KOREA Lon McCallister D—73 min. (Rev. 2/13/51)		INSIDE STRAIGHT David Brian Arlene Dahl Barry Sullivan D 89 min. (Rev. 3/5/51)	MAN FROM SONORA Johnny Mack Brown O—54 min.	THE MATING SEASON Gene Tierney John Lund Thelma Ritter C—101 min. (Rev. 1/10/51)	OH! SUSANNA (Color) Rod Cameron Adrian Booth O—90 min (Rev. 3/12/51)						
Mar. 11		CIRCLE OF DANGER Ray Milland Marius Goring D	ROYAL WEDDING (Color) Fred Astaire Jane Powell MC—93 min. (Rev. 2/6/51)	GYPSY FURY Viveca Lindfors D	THE REDHEAD AND THE COWBOY Glenn Ford Edmond O'Brien Rhonda Fleming O—60 min. (Rev. 12/7/50)	INSURANCE INVESTIGATOR Audrey Long Richard Denning D	TARZAN'S PERIL Lex Barker Virginia Huston D					STOP THAT CAB Sid Melton Iris Adrian D (Release: 3/31/51)
Mar. 18	(Mar. Releases) "M" David Wayne Howard DaSilva D—88 min. (Rev. 3/6/51) AL JENNINGS OF OKLAHOMA (Color) Dan Duryea Gale Storm O—79 min. (Rev. 1/17/51)	SIOUX AMBUSH O WHEN I GROW UP Robert Preston Martha Scott Bobby Driscoll D										
Mar. 25		SO LONG AT THE FAIR Jean Simmons Dirk Bogarde D—90 min. (Rev. 1/19/51)		LION HUNTERS Johnny Sheffield D (5109)		HEART OF THE ROCKIES Roy Rogers Penny Edwards OM	THE THING Margaret Sheridan Kenneth Tobey D				(Re-releases) DODGE CITY Errol Flynn Olivia De Havilland O—104 min. (017) (Rev. 4/4/39) VIRGINIA CITY Errol Flynn Miriam Hopkins O—121 min. (018) (Rev. 3/20/40) LULLABY OF BROADWAY (Color) Doris Day Gene Nelson M	
Apr. 1	TEXANS NEVER CRY Gene Autry O—70 min. (Rev. 3/9/51)				(Apr. Releases) MOLLY Gertrude Berg D—83 min. (Rev. 11/24/50) QUEBEC (Color) Corinne Calvet Patric Knowles D—85 min. (5017) (Rev. 2/28/51)		HARD, FAST AND BEAUTIFUL Claire Trevor Sally Forrest D	(Apr. Releases) YOU'RE IN THE NAVY NOW Gary Cooper Jane Greer CD—93 min. (Rev. 2/23/51) I CAN GET IT FOR YOU WHOLESALE Susan Hayward Dan Dailey C FOLLOW THE SUN Glenn Ford Anne Baxter D	(I. G. Goldsmith) THE SCARF John Ireland Mercedes McCambridge D—93 min.	(Apr. Releases) UP FRONT David Wayne Tom Ewell C—92 min. (Rev. 3/2/51) DOUBLE CROSSBONES (Color) Donald O'Connor C-76 min. (Rev. 11/20/50) MA AND PA KETTLE BACK ON THE FARM Marjorie Main Percy Kilbride C		
Apr. 8	FORT SAVAGE RAIDERS Charles Starrett Smiley Burnette O MY TRUE STORY Helen Walker D—67 min. (Rev. 3/12/51)		FATHER'S LITTLE DIVIDEND Spencer Tracy Elizabeth Taylor CD—82 min. (Rev. 2/21/51)	CANYON RAIDERS Whip Wilson O (5151)		THUNDER IN GOD'S COUNTRY Rex Allen Mary Ellen Kay O—67 min. (5052)	KON-TIKI Thor Heyerdahl Doc.		(Rob't. Stillman) QUEEN FOR A DAY D—107 min.		RATON PASS Dennis Morgan Patricia Neal O—84 min. (021) (Rev. 2/27/51)	
Apr. 15			SOLDIERS THREE Stewart Granger Walter Pidgeon D-87 min.	(Allied Artists) I WAS AN AMERICAN SPY Ann Dvorak Gene Evans D (AA19)		BULLFIGHTER AND THE LADY Robert Stack Joy Page Gilbert Roland D 87 min. (5009)	MY FORBIDDEN PAST Ava Gardner Robert Mitchum D					

(Dates Are Based on National Release Schedules and Are Subject to Change. Letters Denote the Following: (D) Drama. (M) Musical. (C) Comedy. (O) Outdoor Action. Production Numbers Are in Parentheses. (Rev.) Motion Picture Daily Review Date.)

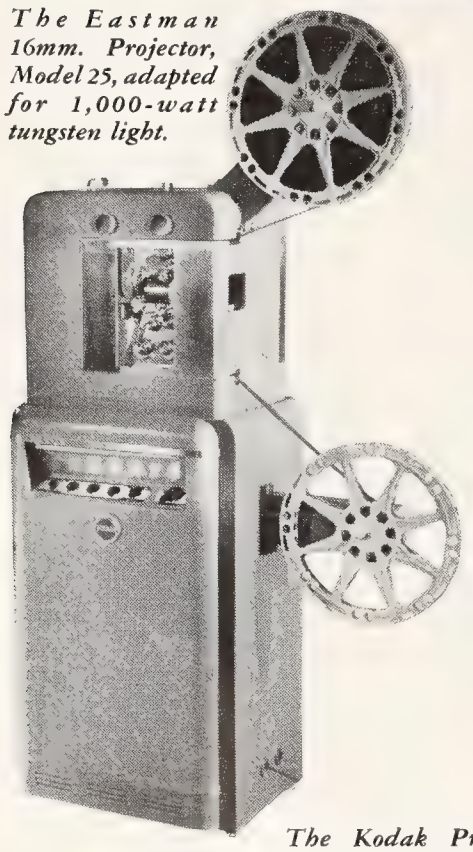


Left, the Eastman 16mm. Projector, Model 25, brings 16mm. projection to the professional level. Shown here, adapted for arc illumination, permanently installed alongside 35mm. equipment.

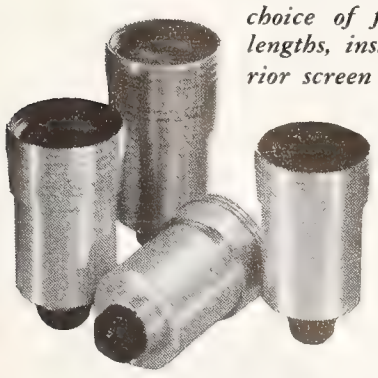
Below, working parts of the film movement mechanism are in constant view of the operator . . . readily accessible for threading and cleaning.



The Eastman 16mm. Projector, Model 25, adapted for 1,000-watt tungsten light.



The Kodak Projection Ektar Lens, in a choice of four focal lengths, insures superior screen image.



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The Eastman 16mm. Projector, Model 25

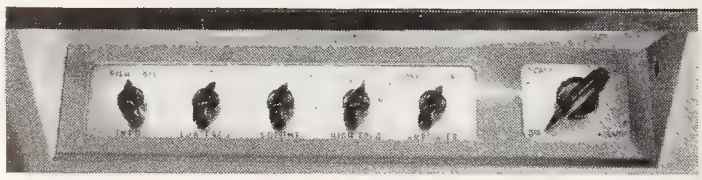
This projection instrument—built to a new design concept—eliminates the three major obstacles to theatrical quality 16mm. sound projection . . . excessive wear and high maintenance cost; low signal-to-noise ratio; and excessive flutter.

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FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 69. NO. 49 NEW YORK, U. S. A., TUESDAY, MARCH 13, 1951 TEN CENTS

Higher Fees Seen for UA Distribution

Tied to Increased Costs Current in Industry

Increased distribution fees are indicated for United Artists on future contracts with independent producers.

Current negotiations between the new UA management and producers who have sought UA as an outlet are understood to be focusing on a distribution fee range that starts with a minimum which is higher than the company's previous maximum.

Heretofore, UA's distribution charge for individual pictures was variously 27½ per cent and 30 per cent, depending on a number of factors, including a film's earning potential. The new charges are expected to start at around 32 per cent.

Current higher costs, it is said, are

(*Continued on page 6*)

N. Y. Grosses Up; $145,000 at Hall, '14 Hours', $25,000

Grosses at New York's first-runs are on the upgrade this week and are expected to go higher as a number of theatres bring in strong product for the Easter season. Several runs, with holdover pictures, report better business for the past weekend than over the previous Saturday and Sunday.

First of the Easter shows to open is "Royal Wedding" at Radio City Music Hall, which with $91,000 grossed by Sunday, looks to build to a tremendous $145,000. The annual Easter

(*Continued on page 3*)

Replies to US on Hughes Stock Sale

Holding fast to the contention that a forced sale of Howard Hughes' RKO Theatres stock would be a modification of the RKO consent decree and thus would need the presentation of new evidence at new hearings, Hughes' attorney Thomas Slack yesterday filed a reply to the government brief requesting that the stock be sold

(*Continued on page 2*)

Phonevision Will Bid for Kentucky Derby 'Exclusive'

CHICAGO, March 12.—If Phonevision receives the approval of the Federal Communications Commission after April 1, when its present 90-day test is over, one of its first steps will be to bid for an exclusive telecast of the running of the 1952 Kentucky Derby, according to E. F. McDonald, Jr., president of Zenith Radio Corp., parent company of Phonevision.

Revenue to the Derby would run into the millions, McDonald predicted, saying that the Derby would have 20,000,000 spectators besides those at Churchill Downs.

"I foresee Phonevision as a tremendous boon to charity," McDonald continued. "In the name of the Red Cross or some such organization, a championship fight could be viewed on TV sets all over the country at $2 per set. In addition to huge profits for the promoters and principals, the charity would undoubtedly realize up to $10,000,000 in a single night."

McDonald believes Baseball Commissioner A. B. Chandler made a mistake when he sold World Series TV rights for six years for $6,000,000. "Phonevision, if approved," he said, "would net baseball $6,000,000 for just one game."

McDonald is sure that Phonevision is the answer to the college football

(*Continued on page 6*)

Production Abroad Smoother: Saville

HOLLYWOOD, March 12.—British production facilities as well as those on the Continent are tagging along pretty hard on Hollywood's heels and most of the production hassles that were popping up in foreign film-making two or three years ago have now been eliminated, Victor Saville disclosed on his return here from several months abroad.

The producer-director's return marked the end of a 25,000-mile trip, including travels in Africa, made in

(*Continued on page 4*)

ELC Books Films Into 17 NY Houses

Seventeen New York Metropolitan area "art" theatres will open day-and-date runs tomorrow with Eagle Lion Classics' "Paper Gallows" and "The Taming of Dorothy."

The mass booking was arranged by Charles Amory in his new post as head of ELC's special sales unit for releases considered by the company to be designed for "art" theatres.

MPA Seeking Coast Aid in 'Red' Fight

Hollywood, March 12.—Edward Cheyfitz, Motion Picture Association of America executive, arrived here from Washington today to request the cooperation of Hollywood studios and guilds for the March 21 hearings of the House Un-American Activities Committee on alleged Communist activities here.

Cheyfitz will ask that positive steps be taken by the industry here to aid in the nation's fight against Communism.

U. S. Rejects Pleas Of Ad Film Firms

WASHINGTON, March 12. — The Federal Trade Commission has turned down the request of several advertising film producers and distributors, including Alexander Films and General Business Films, to modify a Commission order against their exclusive screening contracts.

The Commission ordered the companies to cease making any such contracts running for over a year, and to end any existing contracts that had more than a year to run from the date the Commission order was served. The companies asked the Commission to drop this last provision on existing contracts, but the Commission today refused.

The companies have gone to court against the entire FTC order, and this court action has the effect of staying the effective date of the order.

Services Today for Louis S. Lifton

HOLLYWOOD, March 12.—Funeral services will be conducted here tomorrow morning at the Church of the Recessional. Forest Lawn, for Louis S. Lifton, national director of advertising and publicity for Monogram and Allied Artists, who died unexpectedly Saturday afternoon at Cedars of Lebanon Hospital, where he had undergone major brain surgery on Friday. Lifton had become ill Wednesday morning as he prepared to leave home for the studio, and physicians who were summoned diagnosed the illness as a brain tumor. He had rallied from the operation and appeared to be gaining strength when the end came.

Lifton, 52, held the Monogram post

(*Continued on page 6*)

Rhoden Urges Spokesman for Film Industry

Addresses Luncheon for Quigley Awards Judges

(*Picture on Page 4*)

The industry sorely needs an official spokesman to answer its critics and traducers across the land, Elmer C. Rhoden, president of Fox Midwest Amusement Corp., Kansas City, told directors and department heads of distribution and theatres' advertising-publicity departments at a luncheon at the Hotel Waldorf-Astoria here yesterday following the 17th annual judging of the Quigley Showmanship Awards, sponsored by the Managers Round Table of *Motion Picture Herald*.

Rhoden expressed the hope that the Council of Motion Picture Organizations will be able to meet the need for an official industry spokesman.

"As of now," he said, "no one

(*Continued on page 4*)

Theatre Telecast Of Senate Crime Probe A Hit at Fox

The interest of the audience at Fabian's Fox Theatre in Brooklyn which, through theatre television, heard and saw Joe Adonis testifying before the Senate committee investigating crime impressed the management so much that the telecast, scheduled to run for about 20 minutes, was continued for 50 minutes yesterday afternoon.

Fabian's Fox was one of three theatres in the Metropolitan area which picked up excerpts of the televised hearings, held at the Federal Build-

(*Continued on page 3*)

N. Y. Exhibitors to Discuss Exposition

A meeting of New York exhibitors for the discussion of plans for an industry exposition to be held next fall has been called for Thursday morning by Fred Schwartz, president of Century Theatres, who is chairman of an exhibitors' committee charged with making plans for improving theatre business in the New York area. It

(*Continued on page 3*)

'Best Films' Rating High, MPAA Reports

One out of every seven motion pictures shown on American theatre screens last year achieved the distinction of a "best films" rating. This is disclosed in a compilation of 21 lists of the year's outstanding films as selected and published by motion picture critics, periodicals and reviewing groups, and disclosed here yesterday by the Motion Picture Association of America.

Analysis of the lists shows that of some 465 feature films exhibited in the nation's theatres last year, 66—50 of them American—won "best films" citations. This total represents an increase in the number that made the "best films" grade in 1949 when, from approximately the same number of releases, the composite "jury" placed 57 motion pictures—48 from Hollywood—in the blue-ribbon category, the MPAA stated.

A number of the critics and pollsters complained that they had considerable difficulty confining their selections in 1950 to arbitrary limits, it was said.

Arthur H. DeBra, director of Community Relations of the MPAA, who made the survey, observed:

"Most of the films that won top honors last year, as in previous years, appeared on lists that limited the selections to the customary '10 best.' That as many as 66 different films were thus singled out reflects in part the extensive difference in tastes even among the relatively few critics and groups whose selections were published.

"Compared with the totals of the previous year, the increase in the number of films adjudged 'best' in 1950 would also indicate that American motion picture audiences are being treated to a constantly increasing variety of fine movies.

"According to the composite selections, there was at least one 'best' film for every week of the year—with 14 added for good measure."

Goldstone-Savini Deal

Harry Goldstone, president of Famous Pictures, New York, has concluded a deal with R. M. Savini, president of Astor Pictures to distribute the following re-releases, "Dark Waters," "Mr. Ace," "The Great John L," "Bridge of San Luis Rey," and one new release, Carol Reed's "Men of the Sea," for the Metropolitan New York and New York State territories.

Switch to Technicolor

HOLLYWOOD, March 12.—RKO Pictures' "Half Breed," with Robert Young and Jack Buetel, which goes into production this week, will be filmed in Technicolor. It was previously reported among 25 films to be made this year in Supercinecolor.

Warner District Split

CLEVELAND, March 12 .— Dick Wright and Frank Harpster, Warner Ohio Theatres district managers will divide the Southern Ohio territory handled by Ray Brown, Sr. until his death last week, thus eliminating one district manager from the zone.

Personal Mention

GEORGE J. SCHAEFER, Stanley Kramer Productions' distribution chief, is scheduled to return to New York from the Coast next weekend.

•

KENNETH N. HARGREAVES, 20th Century-Fox secretary and director in London, sails from England today in the *Queen Elizabeth* for a home office visit.

•

PHIL WILLIAMS, theatrical sales manager of The March of Time, and his assistant, BOB OGDEN, have returned here from Cincinnati.

•

JOHN B. PRESTON, Humphrey, Neb., exhibitor, has been reelected president of the Loup River Public Power District.

•

TED R. GAMBLE, head of Gamble Enterprises, is due to return here tomorrow from Palm Springs, Calif.

•

MURRAY ROMAN, field representative for Stanley Kramer, is in Dallas from New York.

•

ALVA E. SMITH of the Westrex Corp. has left here by plane for Rome. He will also visit Paris and London.

•

GEORGE W. STECK of Westrex Corp. has returned to New York from Teheran.

•

ELAINE GOSS of Realart Pictures' art department, has become engaged to ROBERT J. GROSS.

•

LEON BRANDT and ILYA LOPERT of Lopert Films have returned to New York from Chicago.

•

MICKEY DALY, manager of the Center Theatre, Hatrford, is observing his 30th year in show business.

JOSEPH HAZEN, president of Hal Wallis Productions, is due back here at the weekend from the Coast.

•

SAM COHEN, United Artists foreign publicity manager, observes his 32nd anniversary in the industry today, 13 years with Paramount and 19 with U. A.

•

GEORGE M. JONES, former office manager for Universal-International, Atlanta, has been appointed sales manager there replacing BILL KELLY, now branch manager.

•

ELLIS G. ARNALL, president of the Society of Independent Motion Picture Producers, is expected here today from Atlanta.

•

LAWRENCE KENT, 20th Century-Fox's representative on the Gaumont-British board, has returned to London from New York.

•

•

ELLISON DUNN, owner of Dunn Theatres in Florida and Georgia, is in Emory Hospital, Atlanta, recovering from illness.

•

SHANNON KATZENBACH has resigned as city manager in Terre Haute, Ind., for the Fourth Avenue Amusement Co. of Louisville.

•

DICK JOHNSON has become office manager for Columbia's exchange at Atlanta.

•

BOB ROBERTS, producer, has returned to Hollywood from New York.

•

IRVING RUBINE, vice-president of Robert Stillman Productions, has returned to Hollywood from here.

Set 'Queen' Tie-in for Variety Convention

In cooperation with Robert Stillman Productions, Mutual Broadcasting and the Raymond Morgan Agency, producers of the "Queen for a Day" radio show, a special personal appearance of Jack Bailey and his radio troupe has been set for the evening of May 11 at the Variety International Convention in Philadelphia, Max E. Youngstein, United Artists advertising-publicity vice-president, has announced.

The "Queen for a Day" troupe will put on a special performance at the Variety convention for the wives of exhibitors, one of whom will be selected "Queen for a Day" and presented with several prizes. The production will go into national release through UA in April.

McCall Ups Cunningham

Bill Cunningham has been named advertising salesman covering motion picture accounts of *McCall's Magazine*. Cunningham, a veteran of 25 years in the publishing field, and for 10 years with *McCall's*, will take over from Fred Bauer, whose new assignment is the household furnishings field on the same publication.

Legion Reviews 11; One in Class 'C'

Eleven additional films have been reviewed by the National Legion of Decency. One was listed as Class "C," two are in Class "B," and the remainder in Class "A."

In Class "C" is "Hoboes in Paradise," (French), Distinguished Films. In Class "B" are "Bird of Paradise," 20th Century-Fox and "Footlight Varieties," RKO. Class "A," section one, include "Night Riders of Montana," Republic; "Skipalong Rosenbloom," Eagle Lion Classics, and "Up Front," Universal-International. Class "A," section two, include: "Fourteen Hours," 20th-Fox; "The Long Dark Hall," and "Oliver Twist," both (British) ELC; "Missing Women," Republic, and "My True Story," Columbia.

Gottlober Aids Drive

For the 10th consecutive year, Sigmund Gottlober, executive director of the Foreign Language Press Film Critic's Circle, New York, is serving as chairman of the foreign press committee here for the 1951 Red Cross Fund Campaign, which is seeking $6,500,000 throughout the city and $85,000,000 nationally.

40 Years for Wilby At Selma Theatre

Atlanta, March 12.—On April 3, R. B. Wilby, president of Wilby-Kincey Theatre Service, will celebrate the 40th year of continuous operation of the Wilby Theatre, Selma, Ala. The theatre, formerly called the Academy of Music, was changed to the Wilby, on April 3, 1939. On April 3, this year, there will be a big celebration in Selma in Wilby's honor.

Hughes Stock

(*Continued from page* 1)

by Hughes within two years, or by the trustee in the following two years.

Slack's reply, due in court last Friday, was delayed because of his absence in Washington and not, as reported, because he saw no need to reply to the government brief prepared by U. S. Assistant Attorney General Philip Marcus.

Most of Slack's latest document concerned itself with the precedents cited by Marcus but he reiterated that the consent decree reached by RKO and the government did not specifically call upon Hughes to do more than trustee his theatre holdings. He referred to the government's motion as "the whim of a single U. S. Assistant Attorney General" and asked the N. Y. Statutory Court to bear in mind that stock sales in other decrees had been specifically agreed upon and voted upon by the stockholders.

The government motion is now before the court, which may call further hearings or hand down a decision. The latter course is expected.

Vote Against Capital Bill

WASHINGTON, March 12.—A Senate District sub-committee has adversely reported on a bill to extend the District's minimum wages to males. At present, it covers only women workers. Theatre owners and other business groups had fought the measure, which may still be favorably acted on by the full Senate committee.

SMPTE to Hear Terry

Paul Terry, president of Terrytoons, Inc., will deliver a lecture-demonstration on the making of cartoons before the Atlantic Coast section of the Society of Motion Picture and Television Engineers on March 21 in the Wilkie Memorial Building, here. Non-members are welcome.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
FRED ASTAIRE - JANE POWELL
"ROYAL WEDDING"
Color by TECHNICOLOR
A Metro-Goldwyn-Mayer Picture
plus THE MUSIC HALL'S GREAT EASTER STAGE SHOW

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National Pre-Selling

M-G-M's radio series, "The Story of Doctor Kildare," now circulating to radio stations through M-G-M Records, has been singled out for commendation by the National Society for Crippled Children and Adults.

The 29-year-old nationwide organization, with 2,000 affiliates in the 48 states, services more than 20,000 children suffering from cerebral palsy. The film and radio series has also been praised by the American Red Cross for its effect in deepening the understanding of services provided by the sale of Easter Seals, with due appreciation to Lew Ayers and Lionel Barrymore for their imaginative interpretation of the needs of crippled children.

•

Paramount's "The Redhead and the Cowboy" will be given novel publicity as a result of a tieup with Copley Fabrics, Inc., which will create a montage of scenes from the picture, including shots of Glenn Ford, Edmond O'Brien and Rhonda Fleming, printed directly on a French crepe Copley fabric which can be fashioned into dresses, scarves, blouses, etc. These photoprints will also be available to manufacturers for use on satins, fluorescents and sharkskins, and should be a cue for exploitation tieups at the point of sale. Theatre staff employes can be attired in the new material to show goods in advance.

•

Six television trailers, running from 20 seconds to one-minute, have been prepared by Columbia for the Technicolor production of "Valentino." Trailers feature the stars, Anthony Dexter, who is said to be like the original "Rudy," and Eleanor Parker, as one of many women in his life. Dramatic highlights are accented and the selling approach is intended to bring out the romantic and nostalgic quality of the film. Trailers are now available in both 16mm. and 35mm.

•

An important tribute to the 20th Century-Fox "Bird of Paradise" promotion campaign has come from the Retail Division of the Bureau of Advertising, which has named the plan "an outstanding example of motion picture merchandising at the local level." A special bulletin heralding the campaign is being sent by the Bureau to hundreds of member newspapers, urging their complete support. Specifically, advertising managers of daily newspapers throughout the country are urged to set up special sections in which various tie-ins can be assembled for the greatest cooperative advertising benefit with local theatres.

•

Almost 1,000,000 persons in every part of the country have already asked to see Robert Stillman's "Queen for a Day" as a result of the elaborate preselling campaign which has been waged since Feb. 12, when Mutual Broadcasting launched its three-week, day-to-day program urging listening audiences to send signed postcards, requesting tickets for the premiere of the picture in their city. The network's 500 stations concluded their search for the "Queen City" on March 2 and announcement of the winning situation will follow, with a personal appearance of the entire "Queen for a Day" radio troupe on the local MBS station.

WALTER BROOKS

Review

"Soldiers Three"

(Metro-Goldwyn-Mayer)

INSPIRED by the stories of Rudyard Kipling, M-G-M's "Soldiers Three" has its setting in India and revolves around the rousing adventures of three soldiers in the King's army. The obstreperous trio that has a kinship with trouble and mischief consists of Stewart Granger, Cyril Cusack and Robert Newton. The story is told in retrospect in a tongue-in-cheek manner by Walter Pidgeon, a retired general who lived through the stormy mischief of the three soldiers. The cast is rounded out by David Niven, a captain, and Greta Gynt, a voluptuous blonde who shares a brief romantic interlude with Granger.

The picture has been well made production-wise, and has humor, interest and action. However, there are times when the plot seems uncertain in its direction and is heavy with dialogue.

For the most part the story delineates the misadventures of the three soldiers and shows how their unorthodox behavior has repercussions on both Pidgeon and Niven. Incident follows incident, until finally the wily Pidgeon hits upon a strategem to break up the three. He promotes Granger to a sergeant, and since privates traditionally do not like sergeants, dissension is aroused among the three friends. Comic enmity bounces back and forth in abundance. A crisis is reached when some 50 men are dispatched to take a fortress, a seeming death-trap mission. The two privates are in the group but Granger is left behind. Once within the walls of the fortress, the group gets hopelessly trapped by the Indians. In the meantime, Granger has deserted and goes off to join his buddies. His desertion becomes mighty helpful to the trapped men as he proves instrumental in their liberation. Since hero Granger has to be punished for his desertion, he is happily demoted back to a private and all ends joyously.

Pandro S. Berman produced and Tay Garnett directed, from a screenplay by a trio of writers consisting of Marguerite Roberts, Tom Reed and Malcolm Stuart Boylan.

Running time, 83 minutes. General audience classification. Release date, April 20.

MANDEL HERBSTMAN

(Additional reviews on page 6)

Crime Hearings

(Continued from page 1)

ing here. The others, Century circuit's Marine in Brooklyn and Queens in Queens Village, used shorter portions at two intervals in each house.

S. Netzler, manager of Fabian's Fox, said the quality of the telecast was "very good" and was comparable to newsreels. He and his aides kept constant check on audience reaction, which was good enough to continue the telecast for the longer span. He considered the appearance of Adonis at the time of the conclusion of the regular feature a "lucky break," as Adonis and his history are part of Brooklyn's lore.

At the Marine the first excerpt, beginning at 2:10 P.M., ran for 17 minutes and the second, at 3:45, ran for five minutes. The Queens showed the hearing at 2:25 P.M. for eight minutes and at 4:20 for 10 minutes. At both theatres the audience was receptive, it was said.

Century will decide today on further telecasts of the hearings, while Fabian's Fox will continue on a spot basis, looking for colorful figures with the attention-holding ability of Adonis.

The hearings, conducted by U. S. Senator Estes Kefauver, are being carried, in whole or part, by five of the seven television stations in this area. WPIX is handling the pickup of the proceedings and in turn "feeds" the program to the other outlets.

N. Y. Exhibitors

(Continued from page 1)

is expected other aspects of the committee's work will also be taken up.

The idea of holding an industry exposition was first proposed by Schwartz last November at a meeting of the COMPO executive board. At that time the board expressed interest in the project and authorized Schwartz to make a further study of it.

Ascap Sets Annual Meet for March 27

Ascap's annual meeting, which will feature reports by Otto Harbach, president, and other officers, has been set for March 27 at the Waldorf-Astoria Hotel here. It will be followed on the evening of the same day by the society's annual banquet at the Waldorf-Astoria.

Ballotting is already under way for a new board of directors, and the results of the election are expected to be announced on March 22. The new board will consist of 12 writer representatives and 12 publisher representatives.

Action by SCTOA On COMPO Delayed

HOLLYWOOD, March 12.—The Southern California Theatre Owners of America today deferred action on approving the new set-up for the Council of Motion Picture Organizations at a meeting attended by Gael Sullivan, TOA executive director, and Herman Levy, TOA general counsel.

The outstanding development of today's session was the decision to appoint a committee which, after studying problems in the Los Angeles area, will go to Washington for conferences with Department of Justice officials, continuing on to New York for talks with industry executives. The meeting with Department of Justice officials, arranged by Sullivan, will take place before April 3, when the TOA board meets.

Sullivan in his address emphasized the need for unity in local units and restated his belief that more films in color are needed to improve the box-office take. Levy, who also addressed the meeting, spoke of the advantages to be gained by reducing exhibitor-distributor disputes to a minimum.

NY Grosses

(Continued from page 1)

Show, staged by Leon Leonidoff, is on stage.

Another opener which looks big is "14 Hours" at the Astor, where a hefty $25,000 is expected for the first week. "Molly" at the Paramount is having a mild first week, with a gross of about $50,000 due. Nellie Lutcher tops the Paramount stage bill.

"Storm Warning," aided by Josephine Baker on stage is expected to gross over $50,000 for a second week at the Strand, provided Miss Baker recovers from the illness which kept her from the stage on Sunday. The film and stage show is being held for an additional week because of the excellent box-office showing.

"Three Guys Named Mike" is moving out of the Capitol after a two-week stand, with about $36,000 expected for the final week. With $44,000 for the first week, the run is satisfactory. "Inside Straight" will open on Thursday.

Also finishing up is "U.S.S. Teakettle (renamed "You're in the Navy Now"), at the Roxy, with about $46,000 estimated for a final five days. Better business was reported for last weekend than for the previous weekend, with $39,000 grossed as compared to $37,000. The Roxy's Easter offering, "Bird of Paradise," will open tomorrow, along with a special stage show headed by Tony Martin.

Among the longer runs, "Born Yesterday" still leads with a splendidly consistent $21,000 reported for its 12th week. "Tomahawk" is holding up nicely at Loew's State, with about $14,000 due for a fourth week. The State also reports better business last Saturday than on the same day a week ago.

"The 13th Letter" is rather slow with $10,000 estimated for a third week at the Rivoli. "No Orchids for Miss Blandish" is sitll okay at the Globe, with about $12,000 in sight for a third week. "Target Unknown" had a satisfactory 10-day run at the Criterion with a total gross of about $22,000; regardless, it is making way for "The Groom Wore Spurs" today.

The Mayfair is concluding three weeks with a pair of reissues, "Dodge City" and "Virginia City," with a good $12,000 estimated for the final period. "Gambling House" will open there on Saturday.

"Cyrano de Bergerac" still maintains a satisfactory pace in its two-a-day run at the Bijou, with about $8,000 due for the 18th week. "Trio" is beginning to sag a bit at the Sutton, with about $4,500 expected for the 23rd week.

Defers Decision on 'Miracle' to May 9

ALBANY, N. Y., March 12. — The Appellate Division's decision on "The Miracle," banned as "sacrilegious" by the Board of Regents, was deferred today until May 9 after the judges saw a screening of the film and listened to opposing arguments by counsels, representing the Regents and Joseph Burstyn, Inc., distributor of the controversial film.

The court also received *amici curae* briefs filed by the State Catholic Welfare Committee, in support of the Regents, and the New York City Civil Liberties Committee and National Council on Freedom from Censorship, opposing the ban.

Rhoden

(*Continued from page* 1)

speaks for us on the industry level. We sit and take it and do nothing."

Rhoden reviewed a number of factors that have been injurious to the industry's standing in the eyes of the public and pointed out indications of the industry' unwillingness or inability to counteract them. The investing public, he said, "thinks we are going down-hill. Motion picture stocks in the past five years decreased in market value from a former worth of $900,000,000 to a present worth of something over $400,000,000. Many financial spokesmen, have without challenge, made the assertion that television will mean the end of motion pictures, he pointed out, and critics and columnists through adverse and frequently unwarranted statements have contributed to the industry's bad press, often without being answered.

For itself, Rhoden said, the industry has experienced a letdown of good old-fashioned press-agentry and its advertising no longer dominates popular media as it once did. While citing figures to show that over-all American advertising expenditures have more than doubled since 1940, film advertising actually has decreased in display space used, and what increase in expenditure for advertising there has been is explained by increases in rates, he said.

"We have not kept pace in advertising with other lines and other industries," Rhoden said.

Even the Main Street theatre today has become a "drab" thing, the Fox Midwest chief asserted. At one time, he recalled, the theatre with its animated lights was the one bright spot at night on Main Street. Today, wedged between the brighter neons of even supermarkets, "it looks drab."

While many good pictures still come from Hollywood regularly, Rhoden said, "we have introduced nothing new that people can talk about." In this respect he commended 20th Century-Fox for its Showmanship Campaign of last year and 20th-Fox's Charles Einfeld for the scheduled-performances policy for "All About Eve." The latter, Rhoden admitted, may have had indifferent results but it did give critics and columnists something to write about with the result that the picture was highly successful in his own and many other theatres.

"Distributors' advertising-publicity departments are doing a good job within their orbit," Rhoden said, "but we must select better selling angles on the exhibitor level."

Television, he suggested, should make a very effective advertising-publicity medium for theatres and, commending "The M-G-M Story," supervised by Frank Whitbeck, Rhoden said it is ideally suited to television presentation.

He holds that television is not fatal competition for theatres by any means, asserting that since its introduction in the Kansas City area a year ago his theatres have experienced no decline in business. In fact, it's better, he said.

Rhoden mentioned competitive bidding and earlier liquidation of pictures as among the few new things introduced in distribution in recent years, adding that he feels both are bad for the industry—bidding because it often results in putting the best picture in the poorest theatre and faster liquidation because it destroys some of the great value of word-of-mouth advertising.

Exhibition, he said, is still using the same media, with the exception of television, for selling pictures that it used years ago. However, he paid tribute to trailers, reporting that a recent poll conducted in Kansas City theatres showed that 47 per cent of the patronage had been sold by trailers.

Rhoden also pointed up the great publicity value to the industry of the annual Academy Awards. He suggested better information to exhibitors on production operations in order that exhibitors may know who is making the economically sound as well as the successful pictures.

"Production must be successful if exhibition is to succeed," Rhoden said. "Waste must be eliminated in Hollywood and exhibitors should know whether production costs are all on the screen or whether a large part of them are errors to be wrung out."

He commended Universal for production of successful pictures at reasonable costs and also mentioned Robert Lippert's "Steel Helmet" and Republic's "Sands of Iwo Jima" in the same category.

"The industry needs to act," he concluded. "I hope the COMPO Film Festival starts next fall, as planned. We must put the circus back on the road. We must bring Hollywwood to Main Street, as we brought the Bond Shows there in the last war."

Rhoden expressed his appreciation of the Managers Round Table work in promoting business on the exhibitor level and said its importance is demonstrated by the fact that when one of his men wins the annual Quigley Showmanship Award, "I either have to give him a promotion or someone steals him from me." He commended Martin Quigley, the *Hearld* and Walter Brooks, director of Managers Round Table, for their services to the industry in inspiring managers to showmanship excellence.

In introducing Rhoden, Quigley cited the Fox Midwest head's contributions to community and industry welfare as well as his successful administration of his own business.

Quigley reported that this year's entries of campaigns by theatre managers in the annual Showmanship Awards constituted the largest number in the 17-year history of the competition, and that more than 3,500 current members of the Mangers Round Table also sets a new record.

Quigley called for a pause by the approximately 80 luncheon guests for a silent tribute to Louis S. Lifton, advertising-publicity director of Monogram-Allied Artists, who died suddenly last Saturday in Hollywood.

At the dais with Rhoden and Quigley were E. C. Grainger, Shea's Theatres; Louis Schine, Schine Circuit; A. W. Smith, Jr., 20th Century-Fox; J. J. O'Connor, Universal; Oscar Doob and Ernest Emerling, Loew's.

Former winners of the Quigley grand award for showmanship who were present included Charles Hacker, Radio City Music Hall; Harry Goldberg, Warners, and Lige Brien, Eagle Lion Classics.

Distribution and theatre advertising-publicity executives served as judges of the campaign entries. Their ballots will be tabulated during the week and winners will be announced at the end of the week.

The judges for the Showmanship Awards were:

PAUL ACKERMAN, advertising and publicity director, Paramount International Films, Inc.; LEON BAMBERGER, sales promotion manager, RKO Radio Pictures; EMIL BERNSTECKER, district manager, Wilby-Kincey Theatres; DAVID BLUM, publicity director, Loew's International Corp.; SID BLUMENSTOCK, advertising director, Paramount Pictures; LIGE BRIEN, exploitation manager, Eagle Lion Classics; RICHARD BROUS, legal department, Fox Midwest; DENNIS CARLIN, advertising manager, Republic Pictures; MILTON E. COHEN, general sales manager, Eagle Lion Classics; SAMUEL COHEN, foreign publicity director, United Artists; RICHARD DE ROCHEMONT, The March of Time; OSCAR A. DOOB, general theatre executive, Loew's Theatres; EDWARD C. DOWDEN, advertising-publicity department, Loew's Theatres; STEVE EDWARDS, director of advertising and publicity, Republic Pictures; ERNEST EMERLING, advertising publicity director, Loew's Theatres; LYNN FARNOL; MELVIN L. GOLD, director of advertising and publicity, National Screen Service; HARRY GOLDBERG, advertising and publicity director, Warner Bros. Circuit; LARRY GRABURN, advertising director, Odeon Theatres of Canada; E. C. GRAINGER, president, M. A. Shea Theatrical Enterprises; BEN H. GRIMM, advertising manager, RKO Radio Pictures; CHARLES HACKER, administrative assistant, Radio City Music Hall; WILLIAM J. HEINEMAN, vice-president in charge of distribution, United Artists; B. G. KRANZE, vice-president in charge of national distribution, Eagle Lion Classics; TED LAZARUS, advertising manager, Eagle Lion Classics; HOWARD LESIEUR, national director of advertising and publicity, Eagle Lion Classics; HENRY A. LINET, sales promotion manager, Universal International; LARRY LIPSKIN, foreign publicity director, Columbia; JEFF LIVINGSTON, Eastern advertising manager, Universal International.

Also: GEORGE LYNCH, head film buyer, Schine Circuit; HARRY McWILLIAMS, exploitation manager, Columbia; HARRY MANDEL, national director of advertising and publicity, RKO Theatres; SIDNEY MESIBOV, director of exploitation, Paramount Pictures; SEYMOUR MORRIS, advertising and publicity director, Schine Theatre Circuit; JAMES R. NAIRN, director of publicity and public relations, Famous Players Canadian; RUTGERS NEILSON, foreign publicity director, RKO Radio Pictures; JOHN J. O'CONNOR, vice-president, Universal International; JERRY PICKMAN, acting national advertising and publicity director, Paramount Pictures; DON PRINCE, director of publicity, RKO Radio Pictures; HARLAND RANKIN, Rankin Enterprises, Canada; ELMER RHODEN, president Fox Midwest Amusement Corp.; WILLIAM F. RODGERS, vice president, Loew's; JONAS ROSENFIELD, advertising manager, 20th Century-Fox; SIDNEY SCHAEFER, director of media and printed advertising, Columbia; LOUIS W. SCHINE, secretary-treasurer, Schine Circuit; CHARLES SCHLAIFER; SILAS F. SEADLER, advertising manager, Loew's; MILTON SILVER, executive assistant, Republic Pictures; GEORGE SKOURAS, president, Skouras Theatres; A. W. SMITH, Jr., vice president, 20th Century-Fox; DAN TERRELL, director of exploitation, Loew's; PHIL WILLIAMS, sales manager, The March of Time; FRANCIS M. WINIKUS, advertising manager, United Artists, and MAX E. YOUNGSTEIN, vice president and national director of advertising and publicity United Artists.

Quigley Awards Luncheon



Quigley Publications Photo

MARTIN QUIGLEY, chairman of the 17th annual* Motion Picture Herald *Managers Round Table judging meeting and luncheon for the Quigley Publications' "Showmanship Competition," introduces the guest speaker, Elmer C. Rhoden, president of Fox Midwest Amusement Corp., at the Hotel Waldorf-Astoria here yesterday. Rhoden is seated to the left of Quigley. They are flanked by Louis Schine of the Schine Circuit (left) and J. J. O'Connor of Universal (right).

Saville

(*Continued from page* 1)

the interests of his forthcoming independent production activity.

The post-war hostility which was evident in some quarters a few years ago when foreign film industries opposed invasion by Hollywood, even in the form of location troupes, has vanished, Saville stated.

"Stage space, camera equipment, and other production facilities are readily available in England and in Italy in particular, and are obtainable in almost every country in Europe," the producer-director said.

"In addition, they offer several advantages, including a lot of spectacular scenery that has not been worn out as screen backgrounds. And of course it is very easy to find bit and character players who are experienced actors and yet haven't worn out their welcome on the American screen."

Saville made preliminary arrangements to film "The Director," his forthcoming independent film, in Ireland. Before he left England he completed, in collaboration with L.A.G. Strong, Irish novelist, the screenplay for this picture which is based on a story by Strong. In addition, Saville has launched pre-production activity on several other independent projects, including "Order of Release," and "I'm Going to Maxime's," the latter to be filmed in Paris. He will also remake his 1936 production, "Storm in A Teacup."

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U.A.

(*Continued from page* 1)

in the neighborhood of 29 per cent as against whatever percentage a producer is charged, thus leaving a minimum spread of about three per cent between what it would cost the distributor to sell and promote a picture and what would be charged as a distribution fee.

Pictures which are viewed as continuing within the former distribution fee range, notwithstanding the higher costs, are those which were contracted for by the former UA management. Such pictures which are just going into release include Harry M. Popkin's "The Second Woman," I. G. Goldsmith's "The Scarf," Irving Allen's "New Mexico," S. P. Eagle's "The Prowler," W. Lee Wilder's "Three Steps North" and Robert Stillman's "Queen for a Day." It is viewed as likely, however, that contracts covering some of these could have been renegotiated with the new management with the result that distribution fees were increased, thereby providing the producers with the assurance of the maximum efforts of the sales and promotion departments under the increased costs structure.

New UA Management Discusses Prospects with Mary Pickford

United Artists officers met with Mary Pickford at a luncheon at the Waldorf-Astoria Hotel here yesterday to discuss company prospects under the new management. Present were Arthur B. Krim, UA president; William J. Heineman, distribution vice-president; Max E. Youngstein, vice-president and national director of advertising-publicity, and Matthew Fox and Robert Benjamin, principals with Krim in the take-over of the company.

Services for Lifton

(*Continued from page* 1)

since the company's reorganization in 1936. Prior to that he had been Eastern story and talent executive for Republic. Earlier film experience included associations with Educational, World-Wide, British-International and Metro. Born in New York and educated at Columbia, Lifton had been a staff member of the *Chicago Tribune's* Paris edition, and also was a reporter for the Brooklyn *Eagle* and *Times,* prior to joining the film industry.

Surviving are the widow, Lillian, his father and mother, a sister and three brothers, all of New York City.

Industry Firms Gave $87,325 to N. Y. Fund

Contributions to the Greater New York 1950 Fund Drive collected by the entertainment group totalled $87,325 from firms and $16,353 from employes, according to a final report made by Joseph R. Vogel, Loew's vice-president and head of the entertainment group.

Would Exempt Films From Tenn. Sales Tax

NASHVILLE, March 12.—A bill introduced in the Tennessee Legislature by Representative Paul Phillips of this city would exempt rentals on motion picture film from the state sales tax.

Reviews

"Lullaby of Broadway"

(Warner Brothers)

THE ARRAY of old, nostalgic tunes that are brought back in "Lullaby of Broadway" is the real attraction of this musical drama. The production is in Technicolor and has enough entertainment assets to make it dependable merchandise despite conventional story material.

The story has Doris Day returning home from a theatrical career in England to visit her mother, Gladys George, who is presumed to be riding the crest of a successful stage career. Actually, Miss George is on the lower rung of the theatrical ladder, addicted to alcohol, and working in a cheap village cafe. To shelter Miss Day from the reality, the latter is led to believe that her mother is the owner of a swank home which actually is the property of S. Z. Sakall, a theatrical "angel." As the masquerade continues, complications deepen. Meantime, Sakall decides to back a musical and have Miss Day as the star. The association of Miss Day and Sakall leads to several misunderstandings, mainly from Gene Nelson, tap-dancing boy friend of Miss Day's, and Florence Bates, Sakall's wife.

In time Miss Day learns the truth about her mother, is crestfallen, and prepares to return to England. A last minute series of events reunites Miss Day and her mother, and then the show, "Lullaby of Broadway," goes on with Nelson as Miss Day's leading man.

Others in the cast are Billy De Wolfe and Ann Triola, vaudeville team working as butler and maid for Sakall. Songs, beside the title one, include "In A Shanty in Old Shanty Town," Please Don't Talk About Me When I'm Gone," "Somebody Loves Me," and others. William Jacobs produced and David Butler directed from a screenplay by Earl Baldwin.

Running time, 92 minutes. General audience classification. Release date, March 24.

M. H.

"The Man from Planet X"

(Sherrill Corwin—Mid-Century Pictures) *Hollywood, March* 12

INDEPENDENT motion picture theatre owner Sherrill Corwin, with an eagle-eye peeled in the direction of what he believes to be a box-office bonanza, for marketing through an as yet unnamed distribution company, purchased "The Man from Planet X" from its producers, Aubrey Wisberg and Jack Pollexfen, operating as Mid-Century Pictures. To make certain of his estimate of the production's future box-office potentialities, Corwin opened the film for a test run at the Paramount Theatre in San Francisco on March 9, further strengthening his economic conclusions by screening the film for professional reviewers in Hollywood prior to the San Francisco test. Out of all of this attention came the consensus of opinion that Exhibitor Corwin had dealt himself ace-high merchandising product.

The tale reverses the procedure of films about people of the Earth visiting other planets, and depicts people of other planets visiting Earth. Corwin apparently had in mind the highly satisfactory box-office performances of the predecessor productions of the Earth-visiting-other planets sphere.

Ably directed by Edgar Ulmer, from an impressively literate script by the co-producers, this production relies, as seems to be the correct procedure in enterprises of this character, on subject matter rather than upon magnetic personalities for its pulling power.

Opening the story, a New York newspaper reporter journeys to a remote island off the Coast of Scotland, on invitation of a scientist who is his long-time friend, to cover the news of the approach of a hitherto unknown planet, which he has called Planet X. The scientist has calculated the date of its closest approach to Earth, but while they are awaiting this date they discover a torpedo-shaped conveyance in which an agent of Planet X, peacefully disposed, has landed to make preparations for further landings of X-people.

When the scientist's assistant crosses up the friendly visitor, who depends on a tank of X-atmosphere for survival, the visitor enslaves the scientist, his daughter, his assistant, and several townsfolk, by use of a mesmeric ray. The reporter summons Scotland Yard men, then rescues the enslaved people by shutting off the visitor's supply tank, and the police blow up the visitor and his vehicle in time to prevent his signalling landing instructions to Planet X, which finally swings on past and away. The story is by no means as incredible, fantastic and cartoon-like as the above synopsis suggests, and it it handled in such a way that it builds genuine suspense and solid impact.

The cast goes along well, and includes Robert Clark, Margaret Field, Raymond Bond, William Schallert, Roy Engel.

Running time, 70 minutes. General audience classification. Release date, not set.

"Missing Women"

(Republic)

PERENNIAL INTEREST in police work and in particular the Bureau of Missing Persons may give this semi-documentary study a lift at the box-office. Exploitation with the cooperation of city and police officials, may also help this film, which doesn't quite come off.

Penny Edwards sees her groom of an hour killed after they stop on an isolated road to remove something from the back of their car. When police appear to be taking their time about finding the killers, Miss Edwards takes things into her own hands, completely changes her name and appearance and starts on their trail. Her disappearance becomes a problem to the Missing Persons detail and she is tracked down. The police discover how close she is to the solution and to the whereabouts of a gang of auto thieves who operate in lover's lanes." They close in just in time to rescue Miss Edwards, engage in a gun fight and apprehend the gang. Acting is up to par and the direction by Philip Ford is adequate. Stephen Auer was associate producer. Others in the cast are James Millicum, John Gallaudet and John Alvin.

Running time, 60 minutes. General audience classification. February release.

Double Refund for Seattle's Patrons

Salem, Ore., March 12.—Oregon Legislator Bernard D. Gleason of Portland, has dropped a bill in the hopper that provides a theatregoer to be refunded twice the cost of a ticket if he is not seated within 30 minutes. The purchase time of the ticket would be stamped on it when it is sold. A standing-room-only ticket would sell for half price.

Phonevision

(*Continued from page* 1)

telecast problem. During the recent National Collegiate Athletic Association meetings in Chicago, Zenith demonstrated Phonevision for the delegates. Their reaction was very favorable, it was stated, the most noteworthy comment being made by Tom Hamilton, head of the NCAA television committee, who said, "in presenting sporting events on TV without harm to the financial structure of college athletics, I feel that the development of Phonevision will make TV all the more valuable to the public."

No Action on Cole Suit Against Loew

WASHINGTON, March 12.—The U. S. Supreme Court today did not act on the appeal of Lester Cole from a lower court ruling tossing out his reinstatement suit against Loew's, Inc. This means that no action will come before March 26 at the earliest, the date of the next court session. Some film industry officials had hoped the Court would dispose of the appeal before the House Un-American Activities Committee's Hollywood hearings open next week.

The issue in the Cole appeal is whether a refusal to cooperate with the House Committee and to answer questions on Communist affiliations constitutes ground for dismissal under the "morals" clause in most talent contracts.

Arthurs on Coast to Present F-M Awards

HOLLYWOOD, March 12.—Harry C. Arthur and Harry C. Arthur, Jr., who arrived here last night from St. Louis to present the Fanchon and Marco Circuit's first annual box-office winner award to the 20th Century-Fox studios, will also present a special silver plaque to Dr. Herbert T. Kalmus. This will be in appreciation of Technicolor's "immeasurable contributions to the welfare and progress of the motion picture industry."

To Select Committee For Allied Meet

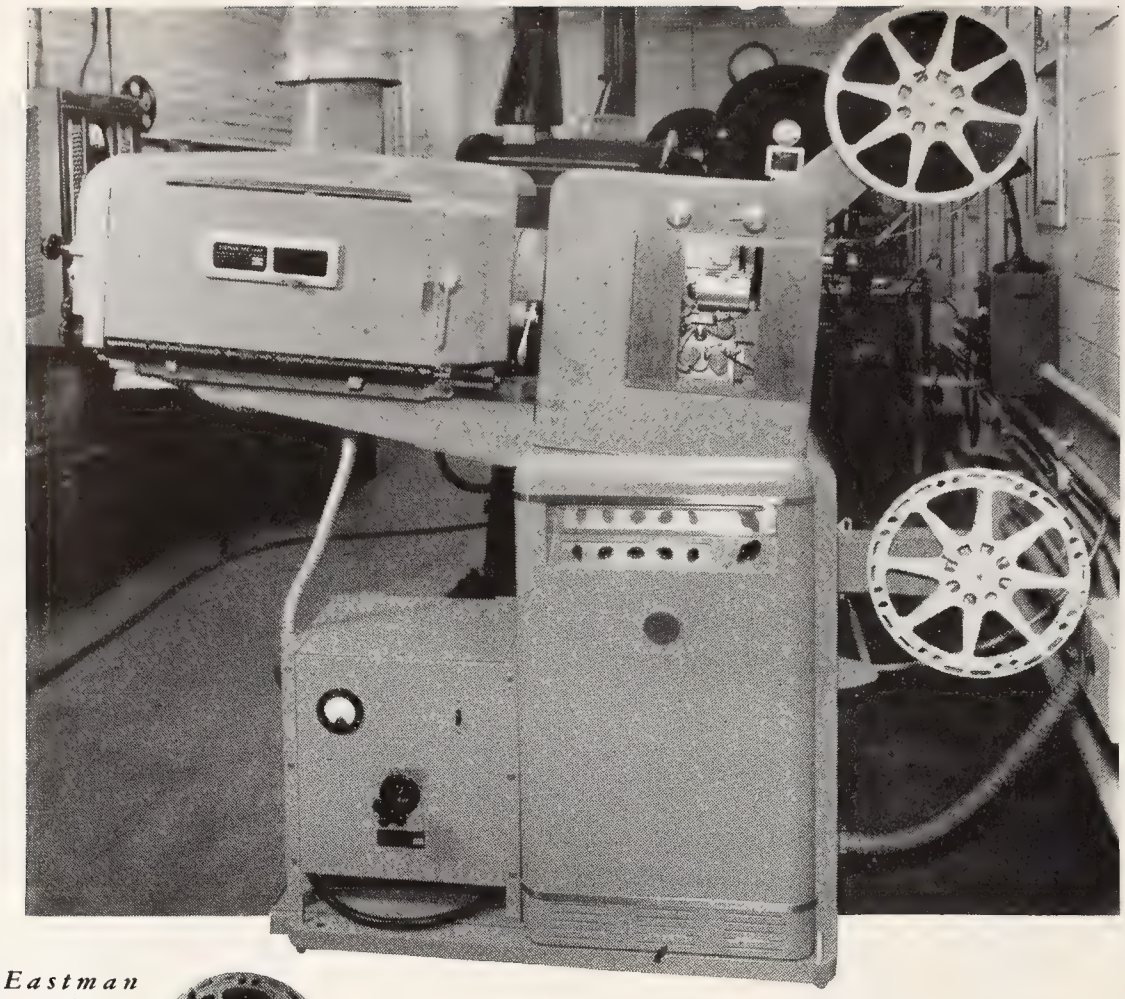
New Jersey Allied will hold a membership meeting at its New York headquarters tomorrow to select a committee to handle arrangements for the national Allied convention scheduled for next Oct. 28 through Nov. 1 at the Hotel Biltmore here. Wilbur Snaper, president of the New Jersey regional, will preside at tomorrow's meeting.

The New Jersey unit recently was selected by Allied States' Board to play host to the 1951 national convention delegates.

MOTION PICTURE DAILY'S BOOKING CHART

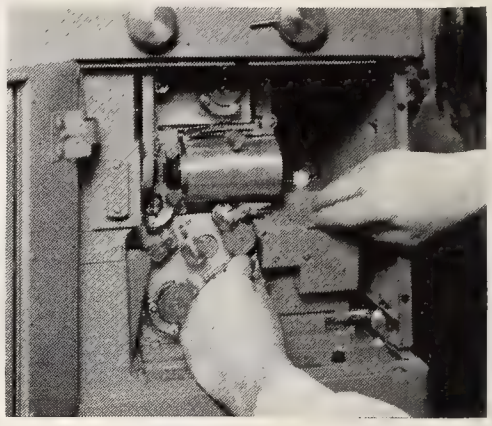
WEEK OF	COLUMBIA	EAGLE LION CLASSICS	M-G-M	MONO.	PARA.	REPUBLIC	RKO	20TH-FOX	U. A.	UNIV.-INT'L.	WARNERS	LIPPERT
Feb. 4	(Feb. Releases) BORN YESTERDAY Judy Holliday Broderick Crawford C—103 min. (Rev. 11/17/50) OPERATION X Edward G. Robinson Peggy Cummins D-79 min. (Rev. 12/18/50)	(Feb. Releases) FIGHTING REBELS O VOLCANO Anna Magnani D THEY WERE NOT DIVIDED Edward Underdown D—102 min. MY OUTLAW BROTHER Mickey Rooney Robert Preston O—82 min. (Rev. 2/6/51) SKIPALONG ROSENBLOOM Maxie Rosenbloom Max Baer CO—73 min. DERBY WINNER D	THE MAGNIFICENT YANKEE Louis Calhern Ann Harding D—89 min. (Rev. 11/15/50)	ABILENE TRAIL Whip Wilson O	(Feb. Releases) THE GREAT MISSOURI RAID (Color) Wendell Corey Macdonald Carey D—85 min. (Rev. 12/1/50) SEPTEMBER AFFAIR Joan Fontaine Joseph Cotten D—104 min. (Rev. 10/11/50)	SPOILERS OF THE PLAINS Roy Rogers Penny Edwards O—68 min. (Rev. 2/6/51)	THE COMPANY SHE KEEPS Lizabeth Scott Jane Greer Dennis O'Keefe D—83 min. (Rev. 12/19/50) GAMBLING HOUSE Victor Mature Wm. Bendix D—80 min. (Rev. 12/22/50)	(Feb. Releases) CALL ME MISTER (Color) Betty Grable Dan Dailey M—95 min. (Rev. 1/24/51) I'D CLIMB THE HIGHEST MOUNTAIN (Color) Susan Hayward William Lundigan D—88 min. (Rev. 1/12/51) THE 13th LETTER Charles Boyer Linda Darnell D—85 min. (Rev. 1/19/51)	(Rob't Stillman Prods.) SOUND OF FURY Frank Lovejoy Lloyd Bridges D—90 min. (Rev. 12/6/50)	(Feb. Releases) OPERATION DISASTER John Mills D—100 min. (Rev. 1/10/51) TOMAHAWK (Color) Van Heflin Yvonne De Carlo O—82 min. (Rev. 1/8/51) BEDTIME FOR BONZO Ronald Reagan Diana Lynn C—83 1/3 min. (Rev. 1/15/51) TARGET UNKNOWN Mark Stevens Don Taylor D—90 mins. (Rev. 1/30/51)	STORM WARNING Ginger Rogers Ronald Reagan D—93 min. (Rev. 12/6/50) THE ENFORCER Humphrey Bogart D—87 min. (Rev. 1/23/51)	FINGERPRINTS DON'T LIE Richard Travis Sheila Ryan D (Release: 3/3/51)
Feb. 11			VENGEANCE VALLEY (Color) Burt Lancaster Robert Walker O—83 min. (Rev. 2/5/51)	RHYTHM INN Jane Frazee Mc—73 min. (Rev. 2/6/51)		MISSING WOMEN Penny Edwards James Millican D	CRY DANGER Dick Powell Rhonda Fleming D—79 min. (Rev. 2/1/51)					
Feb. 18			CAUSE FOR ALARM Loretta Young Barry Sullivan D—74 min. (Rev. 1/26/51)	THE VICIOUS YEARS Tommy Cook Gar Moore D—79 min. (Rev. 2/23/50)		NIGHT RIDERS OF MONTANA Allan "Rocky" Lane O—60 min. (Rev. 3/12/51) SILVER CITY BONANZA Rex Allen O	PAYMENT ON DEMAND Bette Davis Barry Sullivan D—90 min. (Rev. 2/15/51)					
Feb. 25		THE HOODLUM D THE BLUE LAMP Jack Warner Jimmy Hanley D—84 min. (Rev. 6/1/50)	THREE GUYS NAMED MIKE Jane Wyman Van Johnson C—79 min. (Rev. 2/9/51)	NAVY BOUND Tom Neal Regis Toomey D—60 min. (Rev. 2/20/51)	(Mar. Releases) SAMSON AND DELILAH (Color) Hedy Lamarr Victor Mature George Sanders D—128 min. (Rev. 10/21/49)	CUBAN FIREBALL Estelita Rodriguez Warren Douglas CD—78 min. (Rev. 3/12/51)		(Mar. Releases) SWORD OF MONTE CRISTO (Color) George Montgomery Paula Corday D—80 min. (Rev. 3/9/51)		(Harry M. Popkin) THE SECOND WOMAN Robert Young Betsy Drake D—91 min. (Rev. 1/17/51)	(Mar. Releases) THE GROOM WORE SPURS Ginger Rogers Jack Carson C—80 min. (Rev. 2/5/51) AIR CADET Stephen McNally Richard Long D—94 min. (115) (Rev. 2/19/51) ABBOTT AND COSTELLO MEET THE INVISIBLE MAN Bu. Abbott Lou Costello C—82 min. (Rev. 3/7/51)	SUGARFOOT (Color) Randolph Scott Adele Jergens O—80 min. (Rev. 1/30/51) LIGHTNING STRIKES TWICE Ruth Roman Richard Todd D—91 min. (019) (Rev. 2/20/51)	MASK OF THE DRAGON Richard Travis Sheila Ryan D (Release: 3/17/51)
Mar. 4	A YANK IN KOREA Lon McCallister D—73 min. (Rev. 2/13/51)	CIRCLE OF DANGER Ray Milland Marius Goring D	INSIDE STRAIGHT David Brian Arlene Dahl Barry Sullivan D- 89 min. (Rev. 3/5/51)	MAN FROM SONORA Johnny Mack Brown O—54 min.	THE MATING SEASON Gene Tierney John Lund Thelma Ritter C—101 min. (Rev. 1/10/51)	OH! SUSANNA (Color) Rod Cameron Adrian Booth O—90 min (Rev. 3/12/51)		LUCKY NICK CAIN George Raft Coleen Gray D—87 min. (Rev. 2/7/51) BIRD OF PARADISE (Color) Louis Jourdan Debra Paget D—100 min. (Rev. 3/12/51) OF MEN AND MUSIC (Concert Feature) M—85 min. (Rev. 11/27/50)				
Mar. 11		SIOUX AMBUSH O WHEN I GROW UP Robert Preston Martha Scott Bobby Driscoll D	ROYAL WEDDING (Color) Fred Astaire Jane Powell MC—93 min. (Rev. 2/6/51)	GYPSY FURY Viveca Lindfors D	THE REDHEAD AND THE COWBOY Glenn Ford Edmond O'Brien Rhonda Fleming O—60 min. (Rev. 12/7/50)	INSURANCE INVESTIGATOR Audrey Long Richard Denning D	TARZAN'S PERIL Lex Barker Virginia Huston D					STOP THAT CAB Sid Melton Iris Adrian D (Release: 3/31/51)
Mar. 18	(Mar. Releases) "M" David Wayne Howard DaSilva D—88 min. (Rev. 3/6/51) AL JENNINGS OF OKLAHOMA (Color) Dan Duryea Gale Storm O—79 min. (Rev. 1/17/51)	SO LONG AT THE FAIR Jean Simmons Dirk Bogarde D—90 min. (Rev. 1/19/51)		LION HUNTERS Johnny Sheffield D (5109)		HEART OF THE ROCKIES Roy Rogers Penny Edwards OM	THE THING Margaret Sheridan Kenneth Tobey D					
Mar. 25					(Apr. Releases) MOLLY Gertrude Berg D—83 min. (Rev. 11/24/50) QUEBEC (Color) Corinne Calvet Patric Knowles D—85 min. (5017) (Rev. 2/28/51) THE LEMON DROP KID Bob Hope Marilyn Maxwell CD—91 min. (5018) (Rev. 3/7/51)		HARD, FAST AND BEAUTIFUL Claire Trevor Sally Forrest D	(Apr. Releases) YOU'RE IN THE NAVY NOW Gary Cooper Jane Greer CD—93 min. (Rev. 2/23/51) I CAN GET IT FOR YOU WHOLESALE Susan Hayward Dan Dailey C FOLLOW THE SUN Glenn Ford Anne Baxter D	(I. G. Goldsmith) THE SCARF John Ireland Mercedes McCambridge D—93 min. (Rob't. Stillman) QUEEN FOR A DAY D 107 min.	(Apr. Releases) UP FRONT David Wayne Tom Ewell C—92 min. (Rev. 3/2/51) DOUBLE CROSSBONES (Color) Donald O'Connor C-76 min. (Rev. 11/20/50) MA AND PA KETTLE BACK ON THE FARM Marjorie Main Percy Kilbride C	(Re-releases) DODGE CITY Errol Flynn Olivia De Havilland O—104 min. (017) (Rev. 4/4/39) VIRGINIA CITY Errol Flynn Miriam Hopkins O—121 min. (018) (Rev. 3/20/40) LULLABY OF BROADWAY (Color) Doris Day Gene Nelson M	
Apr. 1	TEXANS NEVER CRY Gene Autry O—70 min. (Rev. 3/9/51)											
Apr. 8	FORT SAVAGE RAIDERS Charles Starrett Smiley Burnette O MY TRUE STORY Helen Walker D—67 min. (Rev. 3/12/51)		FATHER'S LITTLE DIVIDEND Spencer Tracy Elizabeth Taylor CD—82 min. (Rev. 2/21/51)	CANYON RAIDERS Whip Wilson O (5151)		THUNDER IN GOD'S COUNTRY Rex Allen Mary Ellen Kay O—67 min. (5052)	KON-TIKI Thor Heyerdahl Doc.				RATON PASS Dennis Morgan Patricia Neal O—84 min. (021) (Rev. 2/27/51)	
Apr. 15			SOLDIERS THREE Stewart Granger Walter Pidgeon D-87 min.	(Allied Artists) I WAS AN AMERICAN SPY Ann Dvorak Gene Evans D (AA19)		BULLFIGHTER AND THE LADY Robert Stack Joy Page Gilbert Roland D- 87 min. (5009)	MY FORBIDDEN PAST Ava Gardner Robert Mitchum D					

(Dates Are Based on National Release Schedules and Are Subject to Change. Letters Denote the Following: (D) Drama. (M) Musical. (C) Comedy. (O) Outdoor Action. Production Numbers Are in Parentheses. (Rev.) Motion Picture Daily Review Date.)

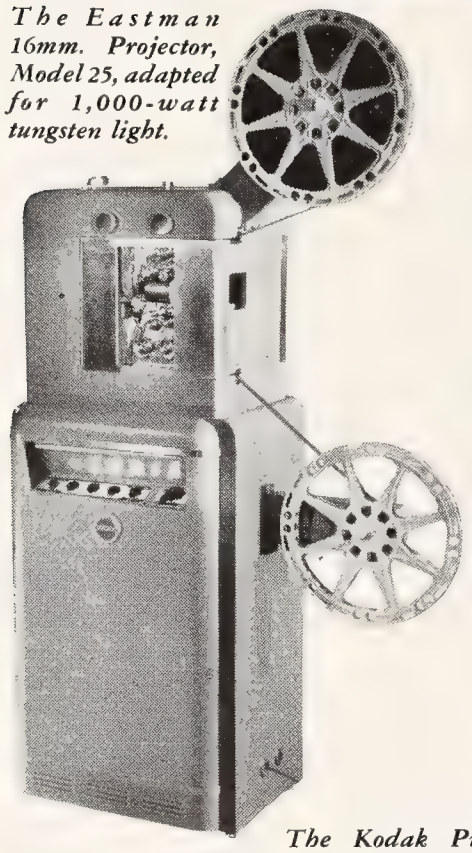


Left, the Eastman 16mm. Projector, Model 25, brings 16mm. projection to the professional level. Shown here, adapted for arc illumination, permanently installed alongside 35mm. equipment.

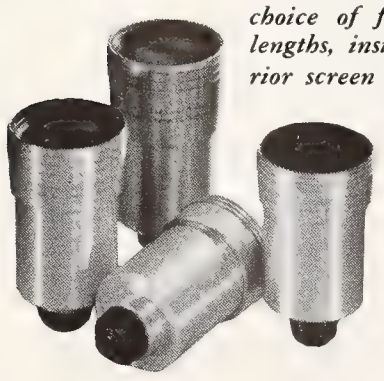
Below, working parts of the film movement mechanism are in constant view of the operator . . . readily accessible for threading and cleaning.



The Eastman 16mm. Projector, Model 25, adapted for 1,000-watt tungsten light.



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The Eastman 16mm. Projector, Model 25

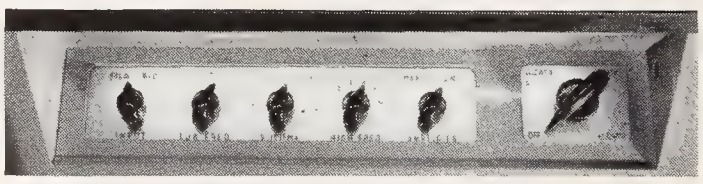
This projection instrument—built to a new design concept—eliminates the three major obstacles to theatrical quality 16mm. sound projection . . . excessive wear and high maintenance cost; low signal-to-noise ratio; and excessive flutter.

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FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 69. NO. 50 NEW YORK, U. S. A., WEDNESDAY, MARCH 14, 1951 TEN CENTS

NPA Appeals By Drive-Ins On Increase

Spring Spurs Building Plans; File 7 in Day

WASHINGTON, March 13.—The approach of spring is bringing an upturn in the number of hopeful drive-in theatre operators making "hardship appeals" to the National Production Authority for permission to build new theatres, NPA officials said.

They reported that all other types of appeals, including remodeling, are dropping off in volume or merely holding steady, but that the number of drive-in appeals is on the upturn right now. Just today, they said, one operator put in appeals for seven new drive-ins.

Indications were that most of the appeals will be rejected on the ground

(*Continued on page 8*)

Italians Invite SIMPP to Talks

The Italian delegation which has been scheduled to confer with Motion Picture Association of America officials to determine if there is a "common ground" for negotiation of Italo-American film pact, will be in New York for that purpose between March 28 and April 5, it was established yesterday.

Moreover, the Society of Independent Motion Picture Producers has been invited to participate in the discussions during that period. The invitation was received in New York by Ellis G. Arnall, SIMPP

(*Continued on page 3*)

Mears Heads CEA; Speakman New 'V-P'

LONDON, March 13.—Harry P. E. Mears was elected president of the Cinematograph Exhibitors Association and W. J. Speakman was named vice-president at the organization's annual meeting here today. Mears, CEA's former vice-president, succeeds A. B. Watts.

W. R. Fuller, CEA general secretary, continues in that post for his 25th year.

In his inaugural speech at CEA's annual dinner at Grosvenor House to-

(*Continued on page 3*)

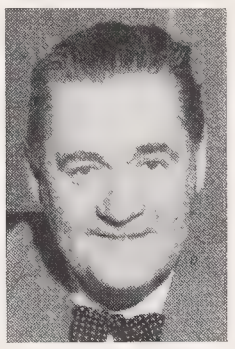
Phonevision to Replace Matinees with Midnight Shows in Chicago Test Run

Chicago, March 13.—Phonevision will replace its weekday matinees with midnight shows beginning Monday in order to compare the drawing power of the two spots. The two P.M. showings have drawn the smallest audiences during Phonevision's 90-day, 300-family test run, which began Jan. 1, it was said. Matinees will be given Saturdays and Sundays with the other showings to continue at seven and nine P.M.

Films to be shown next week include: "Rage in Heaven," by M-G-M, released in 1941; "It Happened in Brooklyn," M-G-M, 1947; "Sainted Sisters," Paramount, 1948; "I Love Trouble," 1948; "Arizona," 1940, and "Prince of Thieves," all Columbia, 1948; "Bambi," RKO (Disney) 1942.

UA 'Grad Sears Drive' Is Set for April 1-June 2

A United Artists "Grad Sears Drive" in honor of the UA vice-president, will be conducted throughout the U. S. and Canada April 1 through June 2, it was announced here yesterday by William J. Heineman, the company's distribution vice-president.



Gradwell Sears

Ten thousand dollars in prizes will be awarded to the winners of the drive in the U. S., with proportionate awards for Canadian winners. The drive will be based on billings and

(*Continued on page 8*)

Arnall Reports New Turn to Production With U. A. Upswing

A large number of independent producers are making plans to "get back into production" in view of United Artists' resurgence, Ellis G. Arnall, president of the Society of Independent Motion Picture Producers, reported here yesterday following his return from a visit to the Coast.

The new developments at UA, Arnall said, have resulted in "a great feeling of optimism" among Hollywood's independent producers.

Arnall had hoped to hold a meeting

(*Continued on page 8*)

AID OF THEATRE STAFFS IS SOUGHT TO END LOOSE TALK

The executive committee of the Council of Motion Picture Organizations has been called upon to help put an end to "loose talk among theatre employes" which "is contributing to the public's belief that there is something seriously wrong with the picture business."

In a letter sent from COMPO headquarters here to the organization's executive committee, Arthur L. Mayer, executive vice-president, warns that "thoughtless remarks" by theatre staff workers are giving the impression that "our business is on the downgrade."

"Since nobody likes to be associated

(*Continued on page 3*)

ELC Sets 4 Sales Meetings in N. Y.

Eagle Lion Classics will hold a series of two-day regional sales meetings in New York starting Monday, it was announced here yesterday by B. G. Kranze, distribution vice-president.

The meetings will be held at the company's home offices with division, district and branch managers attending. The Eastern division will meet March 19-20, the Midwestern division on March 21-22, Southern divi-

(*Continued on page 3*)

Set Seminar Subjects for Exhibitors

COMPO's Mayer Will Pass on Agenda Here

HOLLYWOOD, March 13.—Political censorship, message films, topical cycles and "star pools" for personal appearance purposes are among the subjects agreed upon for exhibitor-Hollywood seminars by Gael Sullivan, chairman of the Council of Motion Picture Organizations' seminar committee, and Art Arthur, executive secretary of the Motion Picture Industry Council.

The two met here, preliminary to submitting their list of proposed subjects to Arthur L. Mayer, executive vice-president of COMPO, when Sullivan, who is also executive director of the Theatre Owners of America, returns to New York.

Other proposed seminar subjects include motion picture

(*Continued on page 8*)

Include Bidding in SCTOA, D. of J. Talks

HOLLYWOOD, March 13.—A proposed new zoning and clearance schedule for the Los Angeles area, new regulations governing competitive bidding and the establishment of an arbitration system to reduce the number of anti-trust suits filed here are among the problems to be submitted to Department of Justice officials by the newly-created special Southern California Theatre Owners Association committee. This was revealed today by Sherrill Corwin, who is expected to be named committee chairman.

Corwin said, "We plan to work out

(*Continued on page 8*)

Rocky Mt. Allied to Start Booking Unit

DENVER, March 13.—Allied Rocky Mountain Independent Theatres directors today voted to establish a booking and buying agency for those members wishing to use it with Robert Spahn as booker-buyer.

The group also decided to join the Council of Motion Picture Organizations and to urge its members to pay dues direct to COMPO. A committee was named to investigate reasons for the current print shortage. In addition, a convention date was set for May 9-10 for Denver, it was announced.

See More Time for Loew's Decree Talks

Washington, March 13.—Another extension of the March 31 deadline for Loew's to submit a divorcement plan to the New York statutory court seemed likely to be granted by the Justice Department.

Justice officials said they received from Loew's yesterday detailed, factual information requested by the Department for consent decree negotiations. They said after analysis of this information is completed, bargaining sessions can start.

1,600 Films May Share in Eady Pool

LONDON, March 13.—Approximately 1,600 films will be eligible for shares in the first year's operation of the Eady Production Pool, Sir Henry French of the British Film Producers Association, has revealed. The working year runs to Sept. 8 next.

Of the estimated total, 500 are classified as features, including reissues which have had their quota "life" extended. The remainder are shorts.

It is estimated that approximately £1,100,000 ($3,080,000) will be available for distribution this year under the pool. Distribution will be made pro rata to a given picture's gross at the box-office. As a production incentive, shorts will be allowed a percentage two and one-half times greater than features.

Pickman to Coast For Product Talks

Jerry Pickman is due to leave here for Hollywood today on his first trip to the Paramount studios since taking over as head of the company's advertising, publicity and exploitation operations.

During his stay, Pickman will confer with Y. Frank Freeman, Norman Siegel and other studio executives, on Billy Wilder's new film, "Ace in the Hole," and George Stevens' "A Place in the Sun." In addition, Pickman will formulate and discuss overall plans for exploiting future releases.

Stallings to Analyze All Para. Story Properties

HOLLYWOOD, March 13.—Laurence Stallings, playwright and scenarist, has been appointed by Don Hartman, new production chief at Paramount, to survey and analyze the entire catalogue of Paramount story properties.

Balaban 'Responds To Treatment'

HOLLYWOOD, March 13.—John Balaban, president of Balaban and Katz Circuit, Chicago, was described today as "responding well to treatment," following an emergency operation Sunday in La Casita Hospital, Indio, Cal. He was stricken with appendicitis and a perforated ulcer.

Personal Mention

GUS S. EYSSELL, executive vice-president of Rockefeller Center, and HUMPHERY BOGART and his wife, LAUREN BACALL, are among the passengers sailing from here today for Europe on the *Liberte*.

•

J. P. CURTIN, newly-named Republic Eastern division manager, recently made his first visit to the Cleveland exchange.

•

PHIL WILLIAMS, theatrical sales manager of The March of Time, left here yesterday for a week in Washington.

ROBERT S. WOLF, RKO Pictures' managing director for the United Kingdom, will sail from here today on the *Queen Mary* for England.

•

LEWIS COTLOW, producer, is slated to leave here tomorrow for Hollywood by plane.

•

WILLIAM ZIMMERMAN, RKO Pictures' home office attorney, is due to leave here today by plane for Chicago.

•

KERMIT C. STENGEL, executive vice-president of Crescent Amusement Co., is back at his desk in Nashville after recovering from pneumonia.

Hearing on 'Pinky' Appeal Due Today

AUSTIN, Tex., March 13.—The Texas Court of Criminal Appeals is scheduled to hear today the appeal of W. L. Gelling, manager of the Paramount Theatre, Marshall, Texas, from a fine of $200 imposed by a county court for showing "Pinky" in Feb., 1950, after it had been banned by a local censor board in Marshall. The latter had been hastily conceived under a statute unused for 29 years.

The basic issue is Gelling's contention that the motion picture is entitled to the freedom of the press and is immune from previous restraint or censorship under the Constitution. The industry hopes that the Gelling case will eventually reach the U. S. Supreme Court for a ruling to have films included in the "press" of the country whose freedom from censorship is guaranteed by the First Amendment.

A continuance of today's hearing is not expected to be requested by either Robert H. Park, attorney for Gelling, or by George B. Blackburn, attorney for the state. James Baldwin will represent the City of Austin. It is expected that a written decision will be handed down by the Criminal Appeals Court within a month of today's submission of oral arguments.

Eastern Pa. Allied Supports NSS Suit

PHILADELPHIA, March 13.—Eastern Pennsylvania Allied threw its full support behind the exhibitor anti-trust suit against National Screen Service at a general membership meeting here today. In a motion passed by an overwhelming vote, some 45 exhibitors representing 160 theatres, directed president and general manager Sidney E. Samuelson to draft a resolution stating that "We indorse and give our moral support to the lawsuit of Korr Brothers against National Screen Service."

The Allied unit, in a secret ballot, voted 20th Century-Fox and Columbia "the most unpopular companies in their treatment of exhibitors." The result was particularly surprising, according to Samuelson in the light of last year's vote acclaiming 20th-Fox the "most popular" company.

Film rentals and sales practices were also discussed.

Rep. Stockholders To Meet April 3

The annual meeting of Republic stockholders will be held on April 3 in New York, with the principal business to be the election of five directors to terms on the board of three years each.

In notices sent to stockholders, Joseph E. McMahon, company secretary, has advised that the following have been nominated for reelection to the board: Richard W. Altschuler, James R. Grainger, Albert W. Lind, Frederick R. Ryan and Herbert J. Yates. The stockholders also will transact other business as may be brought before the meeting.

The meeting notice indicates that the director-nominees beneficially own Republic stock in the following number of shares: Altschuler, president of Republic International, 300 common, 200 preferred; Grainger, executive vice-president of Republic, 300 common, 500 preferred; Lind, 500 preferred, $45,000 in debentures; Ryan, 800 common, 1,200 preferred; Yates, Republic president, 87,831 common, 1,000 preferred.

Services Today for Carl L. Gregory, 68

HOLLYWOOD, March 13.—Funeral services will be held tomorrow morning for Carl Louis Gregory, 68, pioneer cinematographer, who died Sunday at his home in Van Nuys, Calif., following a year's illness. The widow and five sisters survive.

In his early years, Gregory worked with Thomas A. Edison. Among his many activities, he lectured at Columbia University and did Technicolor research with Professor Wall. In the latter part of his career, he was consulting engineer with the Kislyn Corp., from 1936 to 1939. He was a member of the Society of Motion Pictures Engineers and the Royal Photographic Society.

Herman Chrisman, 45

MEMPHIS, March 13.—Services for Herman Chrisman, 45, branch manager for Columbia Pictures here, who died early today of a heart ailment, will be held at 10 A.M. tomorrow at the Episcopal Church of the Good Shepherd. Burial will be in Memorial Park.

Newsreel Parade

ACTION in Korea and the Pan-American Olympic games are current newsreel highlights. Other items include animal news, sports, and people in the news. Complete contents follow:

MOVIETONE NEWS, No. 22—Allies force Reds toward 38th parallel. President Truman on vacation. Naval guns made in Washington. Press photographers choose queens. Pan-American unity hailed at Argentine Olympic games.

NEWS OF THE DAY, No. 256—UN forces advance in Korea. Holiday for President Truman. Guns for defense. Dachshund paradise. News flashes from the sports world: Pan-American Olympic games.

PARAMOUNT NEWS, No. 59—Advent of spring. Cabinet changes in England and France. Typewriter—key to new world of art. Great expansion of fleet approved. Korea: action at Han River. Pan-American games won by Argentina.

TELENEWS DIGEST No. 11-A—Ernest Bevin resigns. Mud slows UN in Korea. People in the news: Rita Hayworth, William Green, William Marshall. Naval gun factory. Communist arensal. Turtle fishing. Student antics.

UNIVERSAL NEWS, No. 438—Korea report. Naval gun manufacture. Press photographers crown queen. Animals in the news. News flashes from the sport world: Pan-American games in Argentina.

WARNER PATHE NEWS, No. 61—UN crosses the Han. Mass production of Thunder jets. "Raton Pass" premiere. Bavaria: Dachshunds' paradise. Milton, Mass.: Children's church. Polar bear puppy. Pan-American games in Argentina.

'U''s Three Months' Gross Sale Rises

WASHINGTON, March 13.—Universal Pictures' total worldwide consolidated gross sales for the 13 weeks ended Jan. 27, 1951, was $12,723,150, the company reported today to the Securities and Exchange Commission here.

This figure compares with $12,442,000 grossed for the corresponding period of last year, marking a rise of $281,150. The company files reports of this nature with the SEC for every quarterly period.

Theatre Rent Control Bill Set by Wilson

WASHINGTON, March 13.—Housing Expediter Tighe Woods said that Defense Mobilizer Charles E. Wilson and Economic Stabilizer Eric Johnston had okayed a proposed draft of a new rent control law, including a provision giving the Government power to control rents charged for theatres and other commercial buildings. The proposal will be submitted to Congress as part of a new bill to extend the defense production act.

Set 'Kettle' Chicago Bow

CHICAGO, March 13. — Universal-International's "Ma and Pa Kettle Back on the Farm," will have its world premiere at the Chicago Theatre here on March 30, backed by the personal appearances of Percy Kilbride, Del Chain, Bob Donnelly and U-I starlet Beverly Tyler.

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Para. Workers File Anti-Sopeg Protest

The 143 Paramount home office "white collar" employes who have aligned themselves against the incumbent union, Screen Office and Professional Employes Guild, have served the guild with the objections which they hold to its being certified under its recent affiliation with the Distributive, Processing and Office Workers of America.

The National Labor Relations Board in Washington gave SOPEG another chance to answer loss-of-identity changes, after ruling against the guild, when the union complained that it had not been served with the objections to its motion for amended certification.

Under an NLRB order, objections have been filed with the guild also by attorney Harold Spivak in behalf of IATSE Motion Picture Home Office Employes Local No. H-63, the guild's jurisdictional rival. Spivak pointed out yesterday that H-63 had not felt called upon to set forth any such objections, although he acknowledged that the 143 employes sought representation by H-63.

Recently when the NLRB instructed the 143 employes to serve the guild with the objections so that a ruling could be founded on full observance of proper procedure, the workers protested to NLRB against making their identities known to SOPEG. Following receipt of that protest the NLRB informed the employes that their names need not be made known to the guild with the filing of the objections. Thereupon the employes filed.

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MOTION PICTURE DAILY

1270 Sixth Avenue, New York 20, N. Y.

Review

"I Can Get It for You Wholesale"

(20th Century-Fox)

THE MANNERS and morals of Manhattan's fabulous garment industry have been given a superb screen treatment in "I Can Get It for You Wholesale." The picture's story-substance has been matched by persuasive acting and sound production support. Based on Jerome Weidman's popular satirical novel of over a dozen years ago, the film should easily prove a hit at the box-office. By way of marquee names there are Susan Hayward, Dan Dailey, George Sanders and Sam Jaffe.

The story centers around the power-drives of Miss Hayward, a dress model who would lie, cheat and connive to get ahead. By pulling strings and talking fast, she succeeds in convincing Dailey, a salesman, and Jaffe, an inside man, into leaving their employer to join in the formation of a new dress concern. The new outfit gets off to an auspicious start, sparked by Dailey's love for Miss Hayward. However, Miss Hayward is determined to rise as high as possible in the business world, which, by the way, she calls a jungle. She meets Sanders, suave chain store owner, and before long he responds to her charms and offers to make her a leading designer. From this point Miss Hayward is torn between her ambitions and her devotion to Jaffe and Dailey. As the story develops, ambition seems to win out and it looks as though the new dress concern is doomed. However, a last-minute revaluation brings Miss Hayward back to her senses and into Dailey's arms.

Behind the personal story lie colorful glimpses of an amazing industry. One of the many entertainment aspects of the picture are the barbed comments rattled off intermittently by Marvin Kaplan, a philosophic young shipping clerk.

Sol C. Siegel produced and Michael Gordon directed admirably from the screenplay by Abraham Polonsky.

Running time, 91 minutes. General audience classification. For April release.

MANDEL HERBSTMAN

ELC Sales Meets

(*Continued from page* 1)

sion, March 23-24; and the Western division on March 27-28.

Sales policy in relation to the company's new release schedule and a discussion of new productions now in preparation will be the first items on the agenda.

Besides Kranze, home office executives who will address the meetings will include: William C. MacMillen, Jr., president; Milton E. Cohen, general sales manager; Howard LeSieur, director of advertising-publicity; David Melamed, treasurer; Joe Sugar, assistant to Kranze, and Charles Amory, head of ELC's special "art" film sales unit.

N. Y. Bow for ELC's 'Hall'

Eagle Lion Classics' "The Long Dark Hall," co-starring Lilli Palmer and Rex Harrison, will have its New York premiere at the Rivoli Theatre in April, B. G. Kranze, ELC vice-president in charge of distribution, announced yesterday. Produced by Peter Cusick, the film story was written by Nunnally Johnson and was directed by Anthony Bushell.

Theatre Staff's Aid

(*Continued from page* 1)

with failure, rumors of this nature, which always grow as they are repeated, hurt our business," Mayer added.

"It is a situation fortunately that can be corrected. Every theatre operator should point out to his employes that their own welfare is bound up in the general welfare of this industry and that remarks damaging to the business can only be harmful to themselves," he continued, pointing that one New York circuit, Century Theatres, cognizant of this situation, has already inaugurated an educational program among its employes. By talks and literature, the management is acquainting employes with the real facts of our business and is changing them from pessimists into optimistic boosters for the industry, he said.

Italian Talks

(*Continued from page* 1)

president, in the form of a cable from Rome.

Arnall said yesterday that he would confer shortly with John G. McCarthy, chief of the MPAA foreign division, on an agenda for the conferences with the Italians. McCarthy returned to New York on Monday from a Florida vacation.

The Italian industry, production particularly, is seeking an increase in dollar income from exhibition of Italian pictures in the American market.

At recent talks in Rome and Paris the Italians indicated it was their firm intention to seek a reciprocal or *quid pro quo* deal with the Americans. This prompted the MPAA to invite the industry of that country to send to the U. S. a delegation which could learn here the facts about commercial attainments of Italian-made films in the American market and their outlook for the future in this respect.

Mears Heads CEA

(*Continued from page* 1)

night, Mears confined himself mainly to an attack on the British Film Producers Association's recent proposal that punishment of exhibitors for film quota defaults be removed from the courts and made the responsibility of the Board of Trade. The courts heretofore have levied small fines against convicted quota defaulters.

"Exhibitors," Mears said, "are not a set of law breakers escaping gaol only by the benevolent permission of the BFPA. The latter's officers might better employ themselves in writing scripts for films, which would lead them into unexplored avenues of goodwill towards exhibitors."

Mears also pointed up the difficulties of profitable operation, particularly for small exhibitors, in the face of the continuing high entertainment tax, indicating that he would campaign for a reduction.

"I hope it will be my good fortune," he said, "to be able to produce some concession which offers such theatres a fresh lease on life."

NEWS in Brief . . .

Tentatively titled "Crusade in the Pacific," a sequel to the television series, "Crusade in Europe," is being readied for production by the television department at the March of Time. Release is planned for the fall.

•

A special screening of Robert Stillman Productions' "Queen for A Day" will be held this evening at the Museum of Modern Art here. United Artists, which is releasing the film, will be host to the trade press at a dinner at Al and Dick's Restaurant prior to the screening.

•

James C. Petrillo, president of the American Federation of Musicians, A. F. L., yesterday called off threatened strikes by local unions here and in Los Angeles against the radio and television stations owned by the major networks. The walkouts, called by a vote of the two local membership bodies, had been scheduled for 6 P.M. today.

Simultaneously Mr. Petrillo announced that he virtually had arranged with the networks a new three-year contract granting a 15 per cent minimum wage increase for staff musicians playing on networks.

•

BOSTON, March 13.—Ray Feeley, representing the Drive-in Theatre Association, and Frank Lydon, field secretary of the Allied Theatres of New England, today both voiced their opposition to a proposed bill restricting the operation of drive-ins near places of worship or schools. They were heard by the Joint Committee on Mercantile Affairs at the State House.

•

Arthur Sherrill, who joined *Woman's Day Magazine* in an executive capacity last Jan. 1, has been named director of sales.

Crime Telecast Cut Short at Fabian Fox

Fabian's Fox in Brooklyn, which televised the Senate committee investigating crime hearings here on its screen for 50 minutes on Monday, did not fare so well yesterday. A recess was on when that theatre picked up the telecast at 4:10 P.M. and just as the recess ended technical difficulties cut the telecast short. The hearings will be shown again today.

Century's Marine and Queens, which carried the hearings in two short excerpts on Monday, did not pick it up yesterday but will resume today. Instead of two periods, however, the telecast will be shown for 10 to 20 minutes, depending on audience interest, following the screening of the first feature film.

Weaver Addresses Women's Ad Club

Long-range plans for television programming on NBC were outlined yesterday by Sylvester (Pat) Weaver, NBC vice-president in charge of TV, who spoke at a luncheon given by the New York Women's Advertising Club at the Waldorf-Astoria.

Also on the dais were Otto Brandt, ABC's vice-president in charge of TV station relations; Nadine Miller, director of promotion and public relations for C. E. Hooper; Norman Livingston, WOR director of commercial TV programming.

"You can say positively that M-G-M's exploitation tie-ups behind my picture 'FATHER'S LITTLE DIVIDEND' are the greatest in industry annals! This means that apart from other advertising, those tie-ups have a readership of 670,000,000. Now lets go over to the next page for the details!"



THE PRESS INTERVIEWS "FATHER'S LITTLE DIVIDEND"

HOW TO DECLARE AN EXTRA DIVIDEND!

Tie your playdate of M-G-M's "FATHER'S LITTLE DIVIDEND" to these never before equalled promotions with 670,000,000 readers:

QUALITY BAKERS OF AMERICA (Sunbeam Bread)

Over 2,000 Billboards (24 sheets)
Advertisements in 500 daily newspapers
Over 4,000 3-sheets
" 2,000 Super posters
" 4,000 De Luxe posters
" 25,000 Store posters
" 6,000,000 End labels
—And thousands more postcards, buttons, market basket cards, etc.

Your Readership 150,000,000

•

LIBBY'S BABY FOODS

Nationwide contest based on picture and promoted full blast via the following:

Newspaper ads in 85 cities—minimum of three insertions of 1,000 and 800 lines in major papers.

National Magazine advertising — full pages in:

Modern Romances • Parents'
True Confessions • Woman's Day
Today's Woman • Living • Ebony

Full pages in "baby" magazines:

Baby Talk • Baby Post
Baby Care Manual • Congratulations
My Baby & Young Years

Special editorial coverage of contest in:

Modern Romances
Modern Screen

Radio credits for the picture—on the "Modern Romances" program, ABC Network

Direct Mail—sent by Libby's to 400,000 new mothers

—Plus truck posters, newsstand cards, point-of-sale displays, grocery store shelf setups, window streamers, entry-blank tear-off pads and other media handled by 900 Libby salesmen nationwide.

Your Readership 120,000,000

•

MAX FACTOR

Full-page four-color ads in:

Ladies' Home Journal • McCall's
Woman's Home Companion
Glamour • Mademoiselle
Today's Woman • True Story
Seventeen • Photoplay
True Confessions • Modern Screen
Screen Stories

Your Readership 60,000,000

LUX TOILET SOAP

Full-page ads in:

Ladies' Home Journal • McCall's
Woman's Home Companion
Motion Pictures • Movie Story
Modern Screen • Screen Stories

And 30,000 point-of-sale displays throughout the country

Your Readership 50,000,000

•

FLORISTS TELEGRAPH DELIVERY ASSOCIATION

Valentine's Day color ads in:

American Magazine • Coronet
Esquire • Saturday Evening Post
Parade • New Yorker

—And window display cards in florists' shops nationwide

Your Readership 45,000,000

•

AMERICAN GAS ASSOCIATION

Three-month campaign by over 500 member companies will utilize:

Dealer displays—life-size cutouts
Full color easel-back posters
Truck, car and counter cards
Newspaper ad mats for gas companies and appliance dealers
Jumbo sales tags and customer folders.

Your Readership 6,000,000

•

ROYAL DESSERTS

Picture of Elizabeth Taylor and picture credit will appear on backs of 20 million Royal Dessert packages

Same will appear in four ads in each of 308 daily papers in 287 cities.

Same ads will go into six top magazines:

Woman's Day • Family Circle
Everywoman's • Western Family
American Family • Better Living

Special ads in large group of comic books.

—Plus display material in grocery stores all over the country.

Your Readership 180,000,000

PEERLESS "STAR" PATTERNS

Two woman's-page pattern features, each with picture credit, in 105 Sunday newspapers.

Your Readership 30,000,000

•

ELIZABETH TAYLOR COSTUME JEWELRY

Necklaces, earrings, etc., carried by 25,000 stores across the country will be promoted by local newspaper ads, window streamers and counter cards.

Your Readership 5,000,000

•

LANE BRYANT DRESSES

"Father's Little Dividend" maternity dresses advertised by Lane Bryant in newspapers in 23 cities.

Additional newspaper advertising of dresses by independent stores elsewhere
Window displays and counter cards in stores selling dresses

Your Readership 20,000,000

•

IDEAL TOY COMPANY

Tie-up with promotion of the famous "Blessed Event" Doll, will involve:

Newspaper mats furnished to department stores and toy dealers show Elizabeth Taylor holding real baby and the doll.

Display card with same illustration furnished to major toy outlets, plus window blow-ups and statement inserts.

Your Readership 4,000,000

•

EXPLOITATION TIE-UP READERSHIP TOTALS 670,000,000!

PLUS M-G-M ADVERTISING READERSHIP OF 450,000,000!

In addition to the tie-ups on this page M-G-M's own campaign runs in 32 National Magazines. Plus a long-range teaser build-up in 150 papers in 75 cities. Plus cooperative playdate newspaper ads. (And uncounted millions reached by radio!)

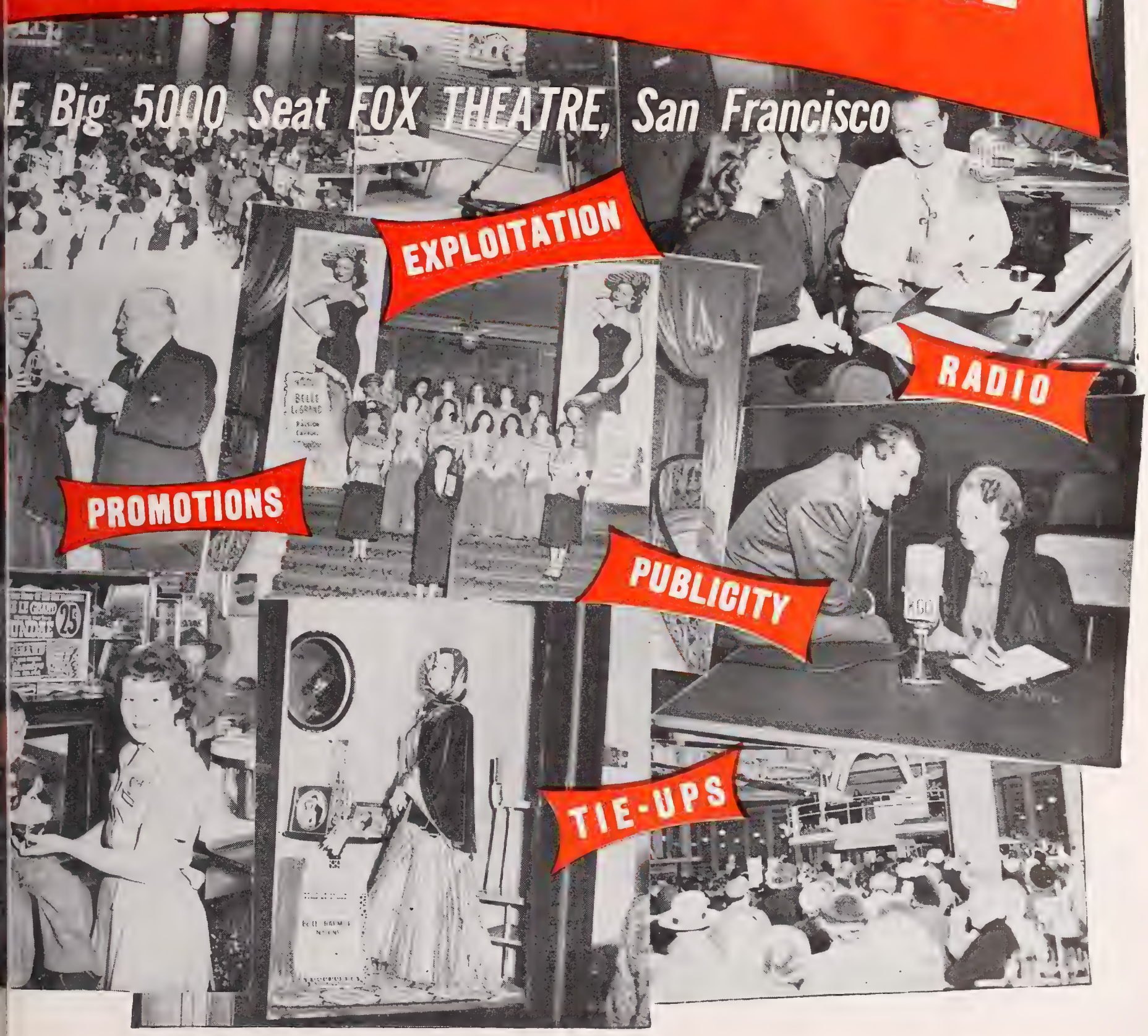
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M-G-M Presents SPENCER TRACY • JOAN BENNETT • ELIZABETH TAYLOR in "FATHER'S LITTLE DIVIDEND" • Don Taylor • Billie Burke • Screen play by Albert Hackett and Frances Goodrich • Based on characters created by Edward Streeter Directed by VINCENTE MINNELLI • Produced by PANDRO S. BERMAN


BELLE GRAND
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"BELLE LE GRAND"
VERA RALSTON - JOHN
BELLE LE GRAND
OLD T
"BELLE" G
WORLD PRE
TELEVISIO
"OLD TIMER"
FESTIVITIES
PRESS LUNCHEONS
Herbert J. Yates presents
BELLE LE GRAND
PETER B. KYNE'S Famous Story of Old San Francisco
starring
VERA RALSTON • JOHN CARROLL
introducing MURIEL LAWRENCE
with
WILLIAM CHING • HOPE EMERSON
GRANT WITHERS • STEPHEN CHASE
JOHN QUALEN • HENRY MORGAN
Screen Play by D. D. Beauchamp
Story by Peter B. Kyne • Directed by ALLAN DWAN
A REPUBLIC PICTURE
Republic Pictures Corporation • Herbert J. Yates, Pres.

ME BALLY GETS
FF TO GOLD RUSH

E Big 5000 Seat FOX THEATRE, San Francisco



NPA

(*Continued from page* 1)

that no financial hardship is involved for the builder and that they are not needed for public morale or because population has expanded in the area.

NPA officials noted these other trends: Appeals on grounds of financial hardship are thinning out; appeals on the ground that the area is expanding are beginning; very few remodeling appeals right now. It is hard to appeal projects as being needed because of defense expansion, because as yet, no "defense areas" have been officially named.

All theatre appeals are still processed in Washington, even though they are filed in the field offices, NPA officials emphasized.

An official NPA announcement is expected shortly about the creation of an appeals board, to hear appeals from decisions of NPA officials. It is expected that tight standards will be laid down as to when appeals can be made to this new board.

SCTOA Talks

(*Continued from page* 1)

a program of action and regulation which we believe will improve industry practices here, and submit this program to Department of Justice officials" who will check on its legality with respect to the anti-trust laws. "If they give us the green light," he continued, "or let us make a trial run, we shall go ahead with steps toward implementing our plans."

Corwin plans to fly to New York Wednesday night.

UA 'Sears Drive' Set

(*Continued from page* 1)

collections during the nine weeks of the drive.

Heineman stated that Sears volunteered to actively spearhead this campaign. "Grad will be an active working participant for your interest and that of United Artists," Heineman told sales personnel.

First prize will be $2,500, to be distributed among all personnel of the winning branch; second prize is $1,500, third prize, $1,000. There will be other prizes, of $350 each. There will be an extra prize of $500 to the manager whose district makes the best showing.

The Canadian drive, which will parallel the domestic sales effort, will be capped by a $500 prize to the personnel of the leading Canadian branch.

Rothenberg Joins United Artists As Comptroller of Advertising

Jack Rothenberg, formerly assistant to the treasurer of National Screen Service, has been appointed United Artists comptroller of advertising and business manager of the advertising-publicity-exploitation department, it was announced here yesterday by Max E. Youngstein, UA advertising-publicity vice-president. Prior to joining NSS, Rothenberg was in the accounting departments of Loew's and Columbia.

Kieran TV Film Show Extended To All Major Stations, UA Says

With San Francisco and Seattle heading the list of 10 new outlet cities set to telecast "John Kieran's Kaleidoscope," the 15-minute TV film show distributed by United Artists, the program now has a Coast-to-Coast audience which covers every major television area in the country, John Mitchell, UA director of television, reported here yesterday.

UA to Distribute 'Merlini' Television Film Program

"The Great Merlini," new half-hour television mystery program on film, will be distributed nationally by United Artists Television Corp on the basis of local-and regional sponsorship, it was announced yesterday by John Mitchell, UA director of television.

Seminars

(*Continued from page* 1)

critics, faulty double-bill choices, audience surveys, public relations, and an annual film festival.

In addition, Sullivan told the MOTION PICTURE DAILY that plans are being worked out for detailed studio visits during which time exhibitors would be shown how subjects are selected for filming, how stories are developed, screen plays written, casts assembled, sets built, and other production steps necessary to turn out the finished product. The timing of the seminars, Sullivan said, depends on finding the period of the year when most exhibitors are able to absent themselves from their theatres for a trip to Hollywood. Present thinking, he said, favors holding the first seminar in the latter part of May.

Business on Coast

Sullivan also came to the Coast to attend the Southern California Theatre Owners Association meet, which closed Monday.

Schary Again Drive Head

HOLLYWOOD, March 13. — Dore Schary, M-G-M vice-president in charge of production, has accepted Permanent Charities Committee chairman Lew C. Helm's invitation to serve again as chairman of the PCC fund-raising campaign, which has already obtained $1,200,000 in subscriptions.

Arnall Reports

(*Continued from page* 1)

of the SIMPP board while he was in Hollywood, but the absence from town of a number of board members prompted him to postpone the meeting until a later date, perhaps next month.

The SIMPP president pointed out that notwithstanding the fact that the Society's board has not yet formally ratified the recently established changes in the governing structure of COMPO, the approval of SIMPP is assured. However, Arnall said, if the SIMPP board does not meet soon for the purpose of voting on the COMPO changes, he will ask Marvin Faris, SIMPP secretary in Hollywood, to poll the board by telephone or mail and send the results to New York.

TWO BIG WARNER EVENTS AHEAD!!

The Big Musical Event AND THE BIG PROMOTION EVENT THAT WILL BACK IT EVERYWHERE!

LULLABY OF BROADWAY

COLOR BY TECHNICOLOR



STARRING DORIS DAY ☆ GENE NELSON ☆ 'I Love the Way You Say Goodnight' and 10 more songs!

Doris Day's DAY

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 69. NO. 51 NEW YORK, U.S.A., THURSDAY, MARCH 15, 1951 TEN CENTS

Stockholders 'OK' New Pact For Blumberg

Directors Re-Elected; Board Meets March 22

The stockholders of Universal Pictures at their annual meeting in Wilmington yesterday, reelected the following 13 members of the company's board of directors:

Robert S. Benjamin, N. J. Blumberg, Preston Davie, John G. Eidell, Albert A. Garthwaite, William J. German, Leon Goldberg, R. W. Lea, John J. O'Connor, J. Arthur Rank, Budd Rogers, Daniel M. Sheaffer and G. I. Woodham-Smith.

The stockholders approved the five-year employment agreement between the company and Blumberg, president, negotiated on July 1, 1950, effective last Jan. 1.

Blumberg, who is now on a Caribbean tour with Mrs. Blumberg, is due back in New York in time to attend the company's annual board meeting on March 22 at which officers will be elected. The board set the annual election date yesterday following its reelection.

It was announced at the meeting that although final income figures are

(*Continued on page* 5)

Question 'Early' Drive-in Openings

CHICAGO, March 14.—Some distributors here have questioned the early openings of outdoor theatres, pointing out that none did particularly good business at the same time last year. Distributors also say the weather is still very representative of winter and hardly conducive to visiting outdoor theatres.

Drive-in operators, however, are

(*Continued on page* 5)

British Festival May Lack Top Film

LONDON, March 14.—Film executives here assert that the British Film Institute's plans for motion picture representation in the Festival of Britain, opening in late April, are dangerously behind schedule and thus far have failed to include the industry itself in its participation.

They point out that a project for a

(*Continued on page* 5)

U. S. May Give Tax Stand Next Week

Washington, March 14.—Rep. Reed (R., N.Y.), top G.O.P. member of the House Ways and Means Committee, said he understood that top Treasury officials would appear before the Committee next week to outline the Administration's recommendations for raising an additional $6,500,000,000 in new taxes, over and above the $10,155,000,000 already requested. Top Democrats said, however, that no final decision had yet been made on this point.

DuMont Urges FCC To Act Now on Para. Control Question

WASHINGTON, March 14.—Allen B. DuMont Laboratories today asked the Federal Communications Commission to rule without any further delay that it is not controlled by Paramount Pictures.

The DuMont request took the form of a motion to dismiss an application for FCC permission to transfer the DuMont stock owned by the old Paramount Pictures to the new Paramount Pictures Corp. The FCC has never acted on this motion, nor has it ever made final its two-year old proposed decision that Paramount does control DuMont. By asking the FCC to dismiss the transfer application, DuMont in effect was taking the only legal avenue to prod the Commission into acting on the control issue, for

(*Continued on page* 5)

PCCITO Becomes 7th to Ratify New COMPO Setup

The Pacific Coast Conference of Independent Theatre Owners has become the seventh charter member to ratify the new governing structure slated for the Council of Motion Picture Organizations.

The eighth of the 10 charter members to ratify is likely to be the Metropolitan Motion Picture Theatres Association, which will meet at the St. Moritz Hotel here on March 21.

Theatre Owners of America's ratification as a national organization is expected at the TOA board meeting in Washington on April 4. The Society of Independent Motion Picture Producers will formally ratify in the near future, according to its president, Ellis G. Arnall.

Approval of the COMPO changes are recorded for the Motion Picture Association of America, Allied States

(*Continued on page* 5)

NPA Construction Limit Narrowed

WASHINGTON, March 14.—In computing construction costs to determine whether a theatre or other building project comes within the $5,000 government limitation, the expense of demolishing any existing construction preliminary to the new construction must be included, the National Production Authority has ruled.

This was one of a long series of "explanations" of the M-4 order which the agency announced in a press release.

Another "explanation" said a build-

(*Continued on page* 5)

'Legit' Theatres Ask Congress to Tax Free Tickets to Radio and TV

Washington, March 14.—The League of New York Theatres today urged the House Ways and Means Committee to apply the Federal admission tax to tickets to radio and television studio programs.

"We do not feel the vast audiences served by radio and television should go untaxed, to our detriment and also at a loss to our government," the League said. It pointed out that since 1937, 14 theatres in New York City alone, with a seating capacity of 16,955, have been taken over for radio broadcasts or television performances. "These theatres are filled several times each day for different presentations," the League declared. "Add to this the countless studios throughout the country where broadcasting and televising are carried on and you can realize the vast audience that is not only seeing entertainment without paying but from which the government is deriving no revenue in the form of taxes. That is the unfair competition part of it, inasmuch as the people attending these theatres and studios are watching and listening to 'live' actors and not films or mechanical reproductions."

Buy Theatre TV Equipment Now: Hodgson

Says Present Quality Warrants Investment

By VAUGHAN O'BRIEN

Exhibitors contemplating the installation of theatre television equipment were urged yesterday by Richard Hodgson, Paramount television technical director, to go ahead with their plans without further delay before defense demands cut down on production.

Hodgson said that in his opinion the quality of currently available equipment warrants the necessary investment by the exhibitor. The next big step for theatre TV, he said, lies not in the development of a different type of projection equipment, but in obtaining the wider megacycle bands needed for telecasting better-defined images suitable for large screens.

This is up to the Federal Communication Commission, he explained, but by having more theatres equipped with television facilities, and demonstrating

(*Continued on page* 5)

U.S.-DeVry Sign $5-Million Deal

CHICAGO, March 14.—Contracts in excess of $5,000,000 for the manufacture of sound projectors for the Armed Forces have been awarded to the DeVry Corp., it was announced here today by William C. DeVry, president.

The equipment to be manufactured under the contracts is to be used in conjunction with the long-range

(*Continued on page* 5)

Theatres Unruffled By FCC Report

WASHINGTON, March 14.—Theatre television officials here are not disturbed by reports that the Federal Communications Commission is considering allocating 70 new channels in the Ultra-high frequencies to television broadcasting, rather than the 42 proposed more than two years ago.

They said that the additional 28

(*Continued on page* 5)

NEWS in Brief . . .

THE Federal government expects to launch preliminary phases of its forthcoming new War Savings Bond Drive in May, with the all-out effort in which the industry will join likely to get underway in the fall, it was reported here yesterday by Robert W. Coyne, special counsel to the Council of Motion Picture Organizations.

•

A total of 14 applications for admission to the Will Rogers Memorial Hospital at Saranac Lake, N. Y., have been received and either will be admitted or processed.

•

BOSTON, March 14.—Governor Paul Dever of Massachusetts announced tonight that officials of Anvers Auto Park, Inc., have given up their right and title to 60 acres of land in Danvers, Mass., to the Hytron Radio Electronics Corp. of Salem, Mass., so that this company can build a defense plant on the land. Agreement came after a two-hour conference with the governor.

•

Roller Derby skaters will help in the Damon Runyon Fund "Lemon Drop Kid" contest in the New York midtown area all next week by passing out lemon drop samples to pedestians and inviting them to enter the "Lemon Drop Kid" contest at the Paramount Theatre.

•

Washington, March 14. — The Senate District Committee today temporarily shelved a bill to extend the District of Columbia's minimum wage law to men. At present, it covers only women.

•

Warner's two-reel Technicolor short subject, "The Wanderers' Return," has been scheduled for simultaneous showings beginning March 21, in RKO Theatres' entire New York Metropolitan circuit of 60 theatres.

•

LONDON, March 14.—William Cartlidge, former assistant to D. J. Goodlatte, managing director of Associated British Cinemas, has been appointed general manager of the company.

•

RKO Pictures' "Kon-Tiki," will be given a "full-dress" premiere on April 2 here at the Sutton Theatre under the sponsorship of the American Seamen's Friends Society.

Four Salt Lake City Managers Switched

SALT LAKE CITY, March 14.—Four managerial changes at Salt Lake City first-run theatres have been made by Intermountain Theatres' executives Ray M. Hendry and Sidney L. Cohen, following the resignation of Charles M. Pincus, who has left Intermountain to join Blumenfeld Theatres in Northern California.

Nevin McCord has been moved from the Utah to replace Pincus at Centre; Lou Sorenson was moved from the Capitol to the Utah; Howard Sorenson goes from the Studio to the Capitol, and William Burt was named manager of the Studio.

Personal Mention

NED E. DEPINET, RKO Pictures' president, is in Phoenix for a three weeks' vacation after recovering from his recent illness in Hollywood.

•

EDWARD L. HYMAN, vice-president of United Paramount Theatres, and SIMON B. SIEGEL, comptroller, are in Springfield, Mass., today for conferences with SAMUEL GOLDSTEIN, president of Western Massachusetts Theatres.

•

WILLIAM N. DAY, JR., owner of the Grand Theatre, Dunkirk, O., is ill in a hospital there.

•

JOE LEBWORTH, 20th Century-Fox field exploiteer, was in Buffalo recently from New York.

•

SOL RIEF, former Eagle Lion Classics branch manager in Omaha, has joined Universal there as a salesman.

JOHN DAVIS, managing director of J. Arthur Rank film and theatre operations, returned here last night from Toronto and will leave for London by plane tonight. He returns here with RANK at the end of May.

•

CHARLES SKOURAS, president of National Theatres, and GEORGE BOWSER, general manager of Fox West Coast Theatres, were in San Francisco this week from Los Angeles for a meeting with Northern California personnel.

•

CHARLES ELDER has been transferred to Omaha from Des Moines as a Paramount salesman, succeeding JAMES FLAHERTY who was transferred to Chicago.

•

RUDOLPH BERGER, M-G-M Southern sales division manager, and MRS. BERGER are vacationing in Fort Lauderdale, Fla.

Rosen, Schneider Call UJA Meet

The executive committee of the amusement division of the United Jewish Appeal will meet here on Wednesday, March 28, at noon, at the Hotel Astor, it was announced by Sam Rosen of Fabian Theatres, and Abraham Schneider, Columbia Pictures, division chairmen.

"The UJA division is developing plans for the most intensive campaign in the industry's history to meet critical overseas Jewish needs," they said.

Gamble's N. Y. Office Will Close Tomorrow

Gamble Enterprises' New York office will close tomorrow with the completion of the firm's recently-reported transfer of its headquarters to Milwaukee.

The company, headed by Ted R. Gamble, has had its headquarters in the RKO Building here for approximately two years. Gamble will continue to make his home in the East.

Cheyfitz Leaves Coast For Washington, D.C.

HOLLYWOOD, March 14. — Edward Cheyfitz, Motion Picture Association of America executive, here since Monday conferring with industry leaders on policy to be observed in connection with the projected House Un-American Activities Committee hearings, left tonight by plane for Washington MPAA headquarters.

It is understood that Hollywood organizations, studios, guilds, and unions regard the upcoming hearings as directed strictly at individuals and will give the Committee full cooperation in its investigation.

'Bird' Campaign Cited

The promotion campaign for 20th Century-Fox's "Bird of Paradise" is the "Case Study" of the week in the current issue of *Tide*, advertising trade journal. The article describes in detail the major phases of the promotion campaign on the picture, which included tie-ups with 23 manufacturers and hundreds of stores.

Set Para. Meeting For Mid-East Staff

PITTSBURGH, March 14. — Paramount Mid-Eastern division key personnel will meet here Saturday at the William Penn Hotel to discuss product and sales plans mapped at the recent home office gathering of division managers. Howard G. Minsky, mid-Eastern division manager, will preside at this session, one of a series of regionals.

In addition to Minsky, those in attendance will include the following branch managers: Willian Meier, Cincinnati; Harry Buxbaum, Cleveland; Mike Simon, Detroit, and Johnny Himmelein, his assistant; Ulrik Smith, Philadelphia, and Herb Gillis, his assistant; David Kimelman, the complete sales and booking staff of the Pittsburgh exchange, and Bob Caskey, Kimelman's assistant; Al Benson, Washington manager, and Herb Thompson, his assistant.

Sid Mesibov, exploitation manager, will represent the home office; fieldmen will include Mike Weiss, Milt Hale and Hal Marshall.

Another Award for 'All About Eve'

"All About Eve" was voted the "Best Film of 1950," as well as the "Best American Film," by the Foreign Language Press Film Critics' Circle, it was announced here yesterday. "The Titan" was designated the "Best Foreign Film," and "The Winslow Boy" received the "Best British Film" prize.

Spyros P. Skouras, president of 20th Century-Fox, will be guest speaker at the presentation of the awards on March 22, over the New York municipal broadcasting station, WNYC, at five P.M.

Named best producer of the year was Daryl F. Zanuck; best actor, Jose Ferrer, and best actress, Gloria Swanson; selected as the best director and also for the best screen play was Joseph Mankiewicz.

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BIG OPENING!

RATON PASS

IS AHEAD OF "DALLAS" IN START OF 300-THEATRE MASS PREMIERE! GET SET!!







Warner Power!

DENNIS MORGAN • PATRICIA NEAL • STEVE COCHRAN IN "RATON PASS"

with SCOTT FORBES • DOROTHY HART Directed by EDWIN L. MARIN Produced by SAUL ELKINS Screen Play by TOM W. BLACKBURN and JAMES R. WEBB • From a Novel by Tom W. Blackburn • Music by Max Steiner

Film Festival Set For June in Berlin

An international film festival, in which the U. S., Britain, France, Germany, Belgium, Italy and other Western democracies will participate, is slated for Berlin next June 6-17.

Sponsored by the city administration of West Berlin and endorsed by the Western allies, the purpose of the festival is to display the caliber of motion picture art that emanates from the studios of the free world, according to word received here from Germany.

Foreign managers of Motion Picture Association of America member companies will meet at MPAA's office here today to discuss a number of late developments abroad. Approval of the MPAA companies participation in the forthcoming Berlin film festival is expected to be registered at the meeting.

Raybond Houses Join Free Passbook Plan

Raybond Theatres here has joined the Metropolitan Passbook Plan, which is said to offer over $175 worth of free admissions to Broadway and neighborhood theatres, free dinners at restaurants and nightclubs, etc., it was announced jointly yesterday by David Weinstock, Raybond president, and Harry Schooler, Passbook Plan executive.

Weinstock, an official of the New York Independent Theatre Owners Association, said that if the plan "lives up to expectations, I intend to urge it for all ITOA theatres."

Review

"Fort Savage Raiders"

(*Columbia*)

WESTERN-PICTURE PATRONS will find in "Fort Savage Raiders" all of the familiar ingredients, packed compactly, which they might expect in a Charles (Durango Kid) Starrett tale of ridin' and shootin' and bare-knuckle jaw-bustin', all interspersed with a nicely-spotted flavoring of songs, by Dusty Walker, and comedy, to which Smiley Burnette and Trevor Bardette contribute noticeably.

Starrett is commissioned by the Army to track down a band of desperados who have escaped from a stockade at Fort Savage. The gang is led by John Dehner, an AWOL captain embittered at the Army over the death of his son. Peter Thompson, a pompous young lieutenant, is placed in charge of Starrett's desperado-hunting party. His conceit threatens the venture with disaster on two occasions. As expected, Thompson is placed on an even keel after taking a good licking at the hands of Starrett, bowing to Starrett's experienced judgment, and together they clean up the villains. Others in the cast are John Dehner, Fred Sears, John Cason, Frank Griffin and Sam Flint.

Running time, 54 minutes. General audience classifications. For March release.

'Hunts' Hartford in With Pack of Plans

CHICAGO, March 14.—Huntington Hartford, grandson of the A. and P. chain store founder, said today while here en route to New York from the Coast that he had just completed "The Secret Sharer," based on a story by Joseph Conrad and starring James Mason and Gene Lockhart, and planned two additional pictures.

Hartford said he will start "The Open Window" in May and an as yet untitled Stephen Crane story later. He said he is negotiating for the rights to Rudyard Kipling's "Without Benefit of Clergy" and also plans a series of television shorts to be made by a company which he purchased recently.

Val Ivan Lewton, 46, Producer, Dies

HOLLYWOOD, March 14.—Val Ivan Lewton, 46, died this morning at Cedars of Lebanon Hospital.

A film producer who was a member of the Stanley Kramer production staff, he was born in Yalta, Russia. Educated at Columbia University, he became a journalist and novelist before joining the industry as M-G-M home office publicist. After coming to Hollywood as scenarist, he became a producer, making ten films for RKO, later producing for Paramount, Universal-International and M-G-M. The widow, mother, sister, and two children survive. Funeral services will be held Friday morning at St. Matthews Episcopal Church.

B. J. Callahan, 87, Pioneer Exhibitor

SEASIDE, Ore., March 14.—Bartholomew John Callahan, 87, pioneer Seaside theatre owner, died at his home here. He had been ill since last July.

Callahan built the Critic, Seaside's first theatre, in 1907. In later years he built the Strand and Times, which are now operated by his sons, John Michael and Daniel James Callahan.

Services Today for Samuel R. Wax, 53

PHILADELPHIA, March 14.—Samuel R. Wax, 53, veteran exhibitor in this area, died suddenly this morning.

Surviving are the widow, Gertrude, a son Philip, and three brothers. Services will be held tomorrow.

Mrs. Nellie Dickinson

HOLLYWOOD, March 14.—Word has been received here of the death in London of Mrs. Nellie Dickinson, wife of Clifford G. Dickinson, London representative of Monogram International Corp.

W. Va. Tax Cut Near

WHEELING, March 14.—A bill reducing from three to two per cent the West Virginia amusement tax authorized for local imposition in cities with home rule taxing powers has been sent to the governor for signature.

Goldstein Resigns

GLOVERSVILLE, N. Y., March 14.—Louis Goldstein of the Schine Circuit here has resigned as assistant film buyer.

'M-G-M Story' Potent Boost for Industry

An expanded verision of "The M-G-M Story," first shown to exhibitors at the Theatre Owners of America Houston convention, is now available free of charge to exhibitors.

Narrated by Dore Schary, production vice-president, the hour-long film takes its audience to the M-G-M studios and gives glimpses of 25 features to be released in the coming months. No audience can justly complain of tedium during the showing.

The exhibitor who plans to use the feature would be wise to devote thought and energy to its exploitation, for it is worthy public relations. The format is simple and straightforward: Lionel Barrymore introduces Schary and the picture, after a few studio shots, plunges into clips from coming product. Schary's comment is chary of superlatives; the pictures are allowed to speak for themselves. However, Schary does point out the value of certain pictures in fostering patriotism and appreciation of our nation.

The picture concludes with closeups of a number of M-G-M stars, with a total of 58 personalities appearing during the show. Herman Hoffman produced, and Frank Whitbeck supervised. V. O'B.

25 Loew's Theatres Book 'Story'

"The M-G-M Story" has been dated in approximately 25 Loew's theatres in conjunction with the booking of "Royal Wedding," starting March 22. Towns where the combination is set include Akron, Atlanta, Baltimore, Columbus, Dayton, Harrisburg, Houston, Indianapolis, Kansas City, Louisville, Memphis, Nashville, New Orleans, Norfolk, Pittsburgh, Reading, Richmond, St. Louis, San Francisco, Washington and Wilmington.

Army Air Show at U-I's 'Cadet' Bow

SAN ANTONIO, March 14.—With a large group of civic and military officials in attendance, Universal-International's "Air Cadet" had its world premiere at the Majestic Theatre here tonight, following a full day of civic activities and an air show put on by the U. S. Army Air Force.

Participating in radio and television interviews from a specially-constructed stand in front of the Majestic Theatre before the premiere were Major Generals Robert W. Harper, Warren R. Carter, James S. Stowell, Charles W. Lawrence; Brigadier Generals Otto Benson, Carl MacDaniels and Charles Born. Station KABC carried the radio interviews and KEYL, the telecast.



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6 Legislatures Quit, Adverse Bill in 1

Washington, March 14.—Six state legislatures have now adjourned, with only minor damage to the industry, according to Jack Bryson, legislative representative here of the Motion Picture Association of America.

The six are: Indiana, Montana, North Dakota, South Dakota, Wyoming and Georgia. The only bill enacted adverse to the industry was in Georgia, where a three per cent sales tax was passed.

DuMont-FCC

(*Continued from page* 1)

if the Commission should decide Paramount did not control DuMont it would not have to pass on the stock transfer.

DuMont said it had filed the transfer application only under protest because the FCC ordered it, and that it stuck to its contention that Paramount did not control its operations. It said Paramount through its ownership of the Class B common stock had a negative control in that it could block certain things desired by the Class A stockholders, but that it did not exert positive control. It said the business of the corporation was controlled by the board of directors, and that the Class A stockholders elected a majority of the board and the Paramount interests elected only three of the eight directors.

The FCC's stand has created severe hardship for DuMont and should be resolved, the company declared. It pointed out that because of the anti-trust taint of Paramount, DuMont's TV licenses have been put on a temporary basis; that plans for the development of the DuMont TV network into a nationwide system have been handicapped by the uncertainty over the future status of DuMont stations; that DuMont as a manufacturer is embarrassed in its contracts with the U. S. Government because of the anti-trust status of Paramount; and that DuMont has been prevented from joining other stations in transmitting from the Empire State Building, New York.

FCC Report

(*Continued from page* 1)

channels would undoubtedly be contiguous to the proposed 42 channels, and that no matter how these were added on, they could not stretch to the frequencies being requested for theatre television.

Meanwhile, the Commission was expected to issue shortly a new plan for city-by-city allocation of TV channels. Officials said this new plan might contain some surprises, including considerably fewer channels for some large cities than now programmed. Hearings on this allocation plan will probably go on for several months.

Ratify COMPO

(*Continued from page* 1)

Association, New York Independent Theatre Owners Association, Variety Clubs, the Motion Picture Industry Council and the trade press. Additionally, several TOA regionals have notified COMPO of ratification.

Hodgson on Theatre TV

(*Continued from page* 1)

by the use of the equipment that theatre TV is a public service, the chances of obtaining favorable FCC action will be increased.

Hodgson said that 20th Century-Fox's interest in the Swiss Eidophor theatre television system had caused a number of exhibitors planning installations to hold back pending its development to a commercial basis. He expressed doubt as to the wisdom of this hesitation, pointing out that 20th-Fox has given the Swiss interests 18 months to produce a working model. By that time, if the emergency situation continues, material shortages might keep it off the market, he explained.

Hodgson, who viewed the Eidophor system in 1948, said he personally doubted that a model suitable for the average theatre projection room and capable of reproducing color would be forthcoming in that time. Eidophor is not new, he said, pointing out that a U. S. patent was applied for in 1940. As for color, Hodgson said that the present Paramount theatre TV equipment is readily adapted to projecting color.

Asked if Paramount planned to meet RCA's recent cut in equipment price, Hodgson said that the present rate of production does not warrant a similar move. He added that in his opinion the Paramount equipment, which records the telecast on film in a matter of seconds before projection, would give a greater return to the circuit operator through the use of film in other theatres or in repeat performances. As an example of its selectivity, he said the current Senate crime hearings could be picked up while the theatre's feature is showing, edited and presented in more concise form at the feature's "break."

Turning to the question of an FCC license, Hodgson said he would like to see a group of theatres in a metropolitan area obtain permission to use multiple-theatre broadcasts. With the program emanating from a central point the group could have the opportunity to experiment with programming designed for theatres exclusively.

United Paramount Theatres has three more Paramount theatre TV sets on order now, Hodgson said. Their disposition is up to UPT, he said. At present, five sets are in use, in Chicago, Minneapolis, Detroit, Toronto and New York. UPT's Tivoli in Chicago is using RCA equipment, in line with a company policy to try other equipment.

Drive-in Openings

(*Continued from page* 1)

hoping for a break in the weather and are anxious to get their theatres into operation and to let the public know they are on the scene

Two more Chicago area drive-ins, the Starlite and the Double Drive-in will open Friday. This brings the number of drive-ins opening Friday to five, the other three being the Drive-in, the Harlem, and the Twin Open Air.

Two drive-ins will present "September Affair," two "The Enforcer," both in their first subsequent runs, while the other will show "Sugarfoot," which will be in its second week of subsequent run.

Contract for DeVry

(*Continued from page* 1)

Armed Forces unification program which was started in 1945 as a peacetime project. The new projectors, which are known as JAN (Joint-Army-Navy), "will replace all other sound equipment now in use," according to the company, referring, presumably, to Armed Forces sound equipment.

DeVry stated that projection equipment has been developed to such a point that it is no longer difficult to show motion pictures on the vibrating deck of a destroyer at sea or a jungle steaming with humidity.

NPA Limit

(*Continued from page* 1)

er must apply to the National Production Authority for an exception to the M-4 order if it should become apparent that costs will exceed the small-job exemption of $5,000 on a construction project that was started with the expectation that costs would run below that figure. Construction must be halted until the National Production Authority has acted, the agency stated in its release.

Review Board to Meet

The National Board of Review of Motion Pictures will hold its 42nd anniversary conference on April 5-6 at the McAlpin Hotel here, it was announced.

Universal

(*Continued from page* 1)

not yet available for the first quarter of the current fiscal year, it is estimated that the company will show a profit for the quarter greater than a year ago. Final figures are expected to be released shortly.

Universal on Tuesday reported to the Securities and Exchange in Washington that its total worldwide consolidated gross sales for the 13 weeks ended Jan. 27, 1951, was $12,723,150. This figure compares with $12,442,000 grossed for the corresponding period of last year, marking a rise of $281,150. The company files reports of this nature with the SEC every quarterly period.

British Festival

(*Continued from page* 1)

"Festival film," titled "The Magic Box," was launched last year and is now in production at Elstree but will not be ready for screening until September, when most of the Festival visitors will have departed. The film is based on the life story of William Friese-Greene, claimed by some to be the inventor of cinematography. Robert Donat plays the lead and every British star of note has at least a two-line "bit" part.

BFI Designated

The BFI was designated by the government to handle film industry representation at the Festival. The industry now is proposing to hold its own mammoth exhibition in mid-summer in the West End.



FLASH NEWS



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Bosley Crowther, N.Y. Times

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FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 69. NO. 52 NEW YORK, U.S.A., FRIDAY, MARCH 16, 1951 TEN CENTS

Plans for NY Exposition Move Ahead

Meeting Here Voices Approval of Fall Show

Approval of plans for an industry exposition to be held at the Grand Central Palace here next fall were voiced at a meeting of New York exhibitors and other industry figures held at the Paramount board room yesterday morning.

Another meeting is expected to be held in the near future for further discussion on the exposition and on the comprehensive public relations campaign long in the process of formation by a committee headed by Fred J. Schwartz, Century circuit executive.

The exposition is only a phase of the overall drive envisaged by the committee, which would run for at least a year and draw in all branches of the industry.

Suggestions for the year-long campaign, still to be acted on by the

(*Continued on page 3*)

Committees Named By Carolina Unit

CHARLOTTE, March 15.—S. Fuller Sams, Jr., of Statesville, N. C., spokesman for the Theatre Owners of North and South Carolina, reports the appointment of the following eight committees to serve the organization in 1951:

MEMBERSHIP COMMITTEE: W. H. Hendrix, Jr., Reidsville; W. J. P. Earnhardt, Edenton, Harold Armistead, Easley; Robert Saunders, Max Reinhardt, and Robert Saxton, all of Charlotte.

SCREENING COMMITTEE: H. F.

(*Continued on page 3*)

Says TV Tax Would Slice Sales 40%

WASHINGTON, March 15.—The Treasury's proposal to raise the manufacturer's excise tax on televesion sets from 10 per cent to 25 per cent will cut back sales 40 per cent or $600,000,000 a year, the House Ways and Means Committee was told today.

Robert C. Sprague, president of the Radio-Television Manufacturers Association, said this estimate was based on a study made for his group by a

(*Continued on page 4*)

Lippert Financial Unit Pays Dividend

Hollywood, March 15.—The Motion Picture Financial Corp. organized a year ago by Robert L. Lippert for the purpose of financing a group of Lippert Productions, today declared its first dividend. The corporation is said to have netted a 10 per cent profit before taxes. The company's statement said that at the present rate, earnings indicate a profit which will double by October.

U. S. to Hike Film Buying

WASHINGTON, March 15. — The U. S. Defense Department will use well over three times as much raw stock this year as last year.

While the Department will not release exact figures on its consumption, an official declared that the April-through-October film buying this year will be about three times as great as buying in all 1950. He pointed out, however, that practically all defense buying of raw stock is concentrated in this period.

The bulk of the raw stock will come from Eastman Kodak, with about 2,000,000 feet coming from Dupont. If the demand increases, the department may start buying from Ansco, it was stated.

Stockholders Okay Loew's Stock Options

Stockholders of Loew's, Inc., yesterday reelected 11 directors and voted approval of a stock option plan which provides for six key executives to buy a total of 250,000 treasury-held shares.

Earnings of Loew's have declined in the immediate past period, the stockholders were told by J. Robert Rubin, counsel and vice-president who presided, and will be below the 97 cents per share reported a year ago.

Following the annual meeting, held at the home office, the directors met and reelected company officers. The only change was the election of Charles H. Phelan as an assistant treasurer, succeeding R. Lazarus.

The directors also amended the stock option plan at the suggestion

(*Continued on page 4*)

Goldstein Forming Buying Organization

GLOVERSVILLE, N. Y., March 15.—Louis Goldstein, who resigned recently as film buyer for the Schine Circuit after an association of 18 years, is establishing a film buying and booking organization to serve independent and drive-in exhibitors in New York State.

Sees National Gains in L.A. Protest Move

U. S. Could Set Pattern Of Correction: Corwin

Sherrill Corwin, Southern California Theatre Owners Association board member, said here yesterday that he is confident the basis on which the Department of Justice might recommend a correction of Los Angeles area trade practices could serve as a pattern for the rest of the country.

Since entry of the final decree in the industry anti-trust suit, Corwin said, the 21-day first-run houses in Los Angeles have been confronted with a chaotic trade practice situation. It would be to the distributors' advantage in terms of revenue, as well as to the exhibitors, if the government lends itself to the correction of conditions in the Los Angeles area, he maintained.

SCTOA's case against existing trade practices in the area will be taken to Department of Justice officials in Washington April 3. SCTOA

(*Continued on page 4*)

Title Bout on TV Didn't Hurt B. O.

CHICAGO, March 15.—Last night's N. B. A. welterweight title bout here between Charlie Fusari and Johnny Bratton, offered on both television and radio, had no significant effect on either local theatre attendance or on orders for film programs in the Phonevision test under way here. Both exhibitors and Phonevision officials reported business "normal" for the night.

On the night of the Ray Robinson-Jake LaMotta fight a month ago only four Phonevision film programs were

(*Continued on page 4*)

'Golden Gloves' on Videofilm Test

PITTSBURGH, March 15.—Exclusive Pittsburgh-area television rights to the annual New York Golden Gloves final prizefight contests have been obtained for the Shea Circuit-General Precision Laboratory theatre premiere test of GP's new Videofilm wide-screen telecasts, scheduled for the evening of March 21 at Shea's Fulton Theatre here.

James Walsh, Shea's Fulton house

(*Continued on page 4*)

QP Showmen's Awards to Chas. Doctor, J. P. Harrison

Charles Doctor, operating the Capitol Theatre for Famous Players Canadian Corp., at Vancouver, British Columbia, and J. P. Harrison, managing the Campus Theatre for Interstate Circuit, at Denton, Texas, have been named the two top showmen and the winners of the two equal Grand Awards in the 17th annual Quigley Showmanship competition conducted by *Motion Picture Herald's* Managers' Round Table.



Charles Doctor

Kershi S. Cambata, owner of the Eros Theatre at Bombay, India, is the winner of the Overseas Grand Award.

The judges, consisting of top executives of home office advertising, publicity and exploitation departments, chose the 1950 Grand Award winners from more than 70 outstanding campaigns selected as final contestants from among the thousands submitted to Managers



J. P. Harrison

(*Continued on page 4*)

Personal Mention

EMANUEL D. SILVERSTONE, vice-president of 20th Century-Fox International and Inter-American Corp., is due to return here on Tuesday from a six-week's business tour abroad.

•

ABNER SIDEMAN, circulation manager of Cowles Magazines, will lecture on "Circulation Promotion" on Monday at New York's New School for Social Research.

•

PAN BERMAN, M-G-M producer, is due to leave Hollywood on March 26 for New York en route to England and Italy.

•

HAROLD WIRTHWEIN, Western sales manager for Monogram and Allied Artists, has arrived here from Hollywood.

•

HAL MARSHALL, Paramount's Washington, D. C., field representative, became the father of a son on Wednesday, the MARSHALL's third child.

•

MILTON J. SALZBURG, head of Cornell Film Productions, left here yesterday for Syracuse to select production location cites.

•

JULES LAPIDUS, Warner's Eastern and Canadian division sales manager, is in Washington today, returning to New York over the weekend.

•

LOU J. KAUFMAN, Warner's home office theatre executive has left New York for Florida and will return early in April.

•

NED CLARKE, Latin-American division manager for RKO Pictures, is due to leave here at the weekend for a business trip to Mexico.

•

CHARLES LEVY, Eastern publicity manager for Walt Disney Productions, is scheduled to return here today from Cleveland.

•

GENE KATZ of M-G-M's print department will leave here today for a Miami vacation.

Columbus Tilts Prices

COLUMBUS, O., March 15.—Downtown first-run theatres have raised their Monday-through-Friday evening adult admissions to 70 cents, from 64 cents. The Saturday, Sunday and holiday admission of 70 cents remains unchanged.

Close 4 Ohio Theatres

CLEVELAND, March 15.—Four theatres in this state have been closed, including the Nixon, at Akron; Allen, Toledo; Dresden, Dresden, and the Rex at Dillonvale.

Ohio Drive-in Opens

CANTON, O., March 15.—Mid-City Drive-in on route No. 62 at Harrisburg, owned by Irving and Jerome Reinhart of Canton, is the first drive-in to open in this area.

FRENCH STRIKE RECIPROCITY NOTE FOR U.S. NEGOTIATIONS

PARIS, March 14 (By Air Mail).—The pending Franco-American film pact negotiations are likely to follow the pattern of the recent Franco-British talks, according to observers here.

It was decided at the Franco-British meetings that when and if the British chose to "push" French films, France would be willing to grant an extra dubbing visa in return for each French film booked into a British circuit.

Contact made thus far between American film industry representatives in Paris and the French Producers' Syndicate has not made much headway. The Americans have suggested that most of the difficult ground will have been covered to the satisfaction of both sides when the official talks open.

However, one Syndicate official has said that the demands of the Americans are "out of the question." He added that "Freedom is fine when the contestants are equal. The kind of freedom the Americans want is like matching a flyweight against a heavyweight."

He said that French theatremen do not want more American films. American representatives here, however, take a contrary view.

Two More Awards to 'All About Eve'

HOLLYWOOD, March 15.—The Screen Directors Guild has chosen Joseph L. Mankiewicz as the winner of the guild's quarterly award for 20th Century-Fox's "All About Eve."

'Eve' Wins Page One Award

Twentieth Century-Fox's "All About Eve" has been awarded the annual "Page One" citation for distinguished achievement in the field of motion pictures by the Newspaper Guild of New York. The award will be presented to the company at the annual Page One Ball at the Hotel Astor on April 13.

'Good' Americanism Cited by Freeman

HOLLYWOOD, March 15.—"Our industry doesn't want anyone who isn't a good American," Y. Frank Freeman, Association of Motion Picture Producers board chairman, declared in response to the tributes extended him last night.

The occasion was the testimonial dinner tendered him at the Beverly Hills Hotel, attended by state, civic and industry leaders. Freeman, said in part, "I found this industry, city and state had heart. I found friends in all creeds and all walks of life. This is a great industry. . . ."

Special 'Sun' Screening

A special screening of 20th Century-Fox's "Follow the Sun," will be held here at the company's home office on Monday for members of the Sports Broadcasters Association. Those expected to attend include Mel Allen, Ted Husing, Red Barber and Bill Stern. A luncheon will follow the screening.

Set 'Nightingale'

"The Emperor's Nightingale," English-language version of a Czechoslovakia color feature employing stringless puppets, has been completed and is being readied for its American premiere, William L. Snyder, president of Rembrandt Films, has announced. The film's English narration was written by Phyllis McGinley.

16mm. Firms Warned Of an Imposter

Sargoy and Stein, copyright infringement attorneys for distributors, yesterday warned 16mm. film companies that "a person posing as a priest has been reported as having acquired 16mm. prints from established dealers in this city for the claimed purpose of giving exhibitions before religious youth organizations, and then disappearing with the prints.

"Subsequent inquiry at a religious institution with which the youth organization was supposedly connected, established that there was no such actual youth organization and no knowledge of the booking," said Sargoy and Stein. The matter has been turned over to the police.

Schary Cites Film Editors Function

HOLLYWOOD, March 15.—The importance of film cutting departments was stressed by Dore Schary, production vice-president of M-G-M, in a speech last night at the first annual dinner of the newly-formed American Cinema Editors organization.

Film editors, said Schary, can materially improve product by eliminating cliches of every kind wherever encountered.

Problems in 14 Lands Discussed by MPEA

Current distribution problems in 14 countries were discussed here yesterday at a meeting of the board of the Motion Picture Export Association, at which John G. McCarthy, MPEA vice-president, presided.

The meeting adopted a resolution expressing the board's regret at the death recently of Jacob Segal, vice-president and treasurer of Columbia International.

Heyn Quits Macfadden

Ernest V. Heyn, vice-president and editor-in-chief of Macfadden Publications, has resigned, to become effective on April 24. Heyn joined the company in 1934, became editor of *Photoplay*, *Radio Mirror*, and later of *Liberty*. He became editor-in-chief of all Macfadden magazines in May, 1948.

Flick Sees Need For State Censors

ALBANY, March 15.—The Production Code has done a "tremendous amount of good in making more acceptable films" but there is "a whole area in which they never come near where groups and organizations like ours do most serviceable work," Dr. Hugh L. Flick, director of the Motion Picture Division of the State Education Department, claimed in a talk on "Censorship" before the Loudonville PTA today.

The state code "is a detailed document laying down, almost word for word, what can be shown on the screen," he said, adding "one criticism raised of this type of regulation is that it gives a producer a ready made pattern, which he can work around in his script."

Dr. Flick continued: "The motion picture industry says some 90 per cent of the films shown in the United States have Production Code seals. That undoubtedly is true, but over 40 per cent which the Motion Picture Division processed last year did not have the code seal. A quarter of our films are produced outside the United States. It is obvious that the motion picture industry has found it impossible wholly to control the industry. There are a great many independent producers and a great many films made without the code seal."

Legion Reviews Nine; Two in Class 'B'

The National Legion of Decency has reviewed nine additional films, two of which were put in "Class B," and the remainder in "Class A."

Those in "Class B" include "House on Telegraph Hill," 20th Century-Fox, and "Inside Straight," M-G-M. Classified "Class A, section one" were: "Navy Bound," Monogram; "Silver City Bonanza," Republic, and "Stage to Tuscon," Columbia. Under "section two, Class A," were: "Cuban Fireball," Republic, "The Fat Man," Universal-International, "Lullaby of Broadway," Warner, and "Oh! Susanna," Republic.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
FRED ASTAIRE - JANE POWELL
"ROYAL WEDDING"
Color by TECHNICOLOR
A Metro-Goldwyn-Mayer Picture
plus THE MUSIC HALL'S GREAT EASTER STAGE SHOW

12th record week!
BORN YESTERDAY
A Columbia Picture
Victoria
Broadway at 46th Street

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Short Subject

"Flight Plan For Freedom"

(March of Time—20th Century-Fox)

In "Flight Plan for Freedom," March of Time takes the onlooker along on a simulated Inter-Continental bombing mission of a giant B-36, representative of the work of the Strategic Air Command of the U. S. Air Force. After preliminary glimpses of bases in Nebraska, Texas and Britain, the camera records for what is said to be the first time the activities within a B-36, including the easy efficiency of the crew and how its members work, eat and relax on a 9,000 mile "dry-run" mission. Running time 19 minutes.

Adjustment Boosts Mono. '50 Loss

HOLLYWOOD, March 15.—An adjustment said to increase Monogram's "consolidated loss for the year ended July 1 from $263,342 to $663,342," was made known today in a letter to stockholders by president Steve Broidy.

The letter conveyed the revision of the company's annual report for 1950 at the request of the Securities and Exchange Commission. It stated that the special amortization of $400,000 has been provided for two films being distributed by United Artists, which adjustment boosted the consolidated loss by that amount and the deficit account from $704,826 to $1,104,826.

The inventory of release productions, the letter stated, is reduced from $2,953,269 to $2,553,269. The net profit for 26 weeks ended Dec. 13 was given as $163,312.

Blumberg in Rome On 6 Weeks' Tour

ROME, March 15—N. J. Blumberg, president of Universal Pictures, accompanied by Mrs. Blumberg, has arrived here from New York on the first stop of a six weeks business tour which will also take him to Paris, Amsterdam and Brussels where he will hold meetings with the company's foreign distribution representatives. Blumberg is due to return to New York late in April.

Conspiracy Suit Filed

A $150,000 damage action, charging conspiracy, was filed in New York Federal Court yesterday against Al Young, owner of Duart Film Laboratories, and Columbia Pictures, by Jacob J. Milstein. The plaintiff alleges that the defendants induced him to release Young from a 1949 agreement under which Milstein was to become Duart sales manager and purchase part of the company.

Comment on the action was declined yesterday by a Duart executive.

Studio Wages Down

HOLLYWOOD, March 15. — Studio crafts workers' average weekly earnings were $102.98 in January, which compares with $105.02 in December and with $94.32 in January last year, according to the latest monthly report of the California Department of Industrial Relations.

Review

"Tarzan's Peril"

(Sol Lesser—RKO Pictures)

TARZAN again swings through the jungle, dives into rivers and combats his enemies, human and animal, with the athletic abandon that has captivated youthful audiences for many a year. The current Tarzan is Lex Barker, and in physique and agility he is a match for his predecessors, just as this Sol Lesser production equals his others as solid box-office fare for juvenile patrons. The screenplay by Samuel Newman and Francis Swann does not depart from the tested formula originally devised by Edgar Rice Burroughs and the direction by Byron Haskin cleverly uses authentic African footage to good advantage.

This time gun-runners trying to foment strife between two tribes give Barker and his simian pal, Cheta, trouble. When two white men are killed by villain George Macready, Barker leaves his wife, Virginia Huston, in their jungle hut and sets out to foil the gun-runners. The ensuing events give rise to plenty of action, with the apeman finally victorious. The story enables the screening of a number of excellent native dance sequences and makes full use of pictures of African animals in their native habitat.

Aiding Macready in the "heavy" role are Douglas Fowley and Glenn Anders. Dorothy Dandridge plays a pretty native queen, with Frederick O'Neal an unsuccessful suitor. Others in the cast are Alan Napier, Edward Ashely and Walter Kingsford.

Running time, 79 minutes. General audience classification. March release.

VAUGHAN O'BRIEN

Coast Production Steady; 22 in Work

HOLLYWOOD, March 15.—The total number of pictures in production has dropped only one, to 23. Six new pictures were started while seven were completed.

Started were: "Savage Drums," Lippert; "Casa Manana" (Lindsley Parsons Productions), Monogram; "Havana Rose," "Secrets of Monte Carlo," "South of Caliente" and "A Lady Possessed" (Portland Productions), Republic.

Completed were: "Little Big Horn," Lippert; "The Law and Lady Loverly," Metro-Goldwyn-Mayer; "Million Dollar Pursuit," Republic; "The Secret of Convict Lake" and "The Frogmen," 20th Century-Fox; "I Was a Communist for the FBI" and "Tomorrow Is Another Day," Warners.

UPT Declares Dividend

A dividend of 50 cents per share on the common stock of United Paramount Theatres payable on April 20 to holders of record on March 30, was announced here by Leonard H. Goldenson, UPT president.

Committees Named

(*Continued from page* 1)

Kincey, Charlotte; Ben L. Strozier, Rock Hill; H. H. Everett, F. H. Beddingfield, and Harry Pickett, all of Charlotte; George D. Carpenter, Valdese.

DRIVE-IN COMMITTEE: Hugh Sykes, Jr., Charlotte; Jack Biggart, Lancaster; Robert Jeffress, Charlotte; Irwin Rourk, Wilmington; Howard McNally, Fayetteville; C. B. Hayworth of Pink Hill.

FILM RENTALS COMMITTEE: H. D. Hearn, Charlotte; S. T. Stoker, Thomasville; Ernest Stellings, Charlotte; Howard Anderson of Mullins.

16MM COMMITTEE: Roy Row, Burgaw; Roy L. Smart, Charlotte; Roy L. Champion, Wilson.

INSURANCE COMMITTEE: E. J. Haley, Raleigh; J. F. White, Jr., Charlotte; J. B. Harvey, Clover; Robert E. Bryan, Rock Hill; Warren Irvin, Columbia; J. C. Long, Charleston; H. E. Buchanan of Hendersonville.

SOUTH CAROLINA LEGISLATIVE COMMITTEE: Warren Irvin, Columbia; Robert E. Bryant, Rock Hill; J. C. Long, Charleston; Ben L. Strozier, Rock Hill; J. B. Harvey, Clover; R. L. Wilburn, Buffalo.

NORTH CAROLINA LEGISLATIVE COMMITTEE: H. E Buchanan, Hendersonville; T. A. Little, Charlotte; Worth Stewart, Charlotte; Roy Rowe, Burgaw; Harry Cooke, Mt. Olive.

Gerard, Simonelli To Product Confabs

Phil Gerard, Universal's Eastern publicity manager, will leave New York on Sunday for Hollywood where he will be joined by Charles Simonelli, in charge of national exploitation who will arrive from Texas, for a week of conferences with studio executives on promotion plans.

The promotion meetings at the studio will follow the series of meetings between East and West Coast executives held during the past week-and-a-half on releasing plans for the coming months. These meetings will conclude today with Alfred E. Daff, director of world sales, and C. J. Feldman, domestic sales manager, due to return to New York on Monday.

N. Y. Exposition

(*Continued from page* 1)

committee and the metropolitan exhibitors it represents, include a full-scale advertising and promotional drive, selection by the New York Film Critics' Circle of a "Picture of the Month," a cooperative television show, the use of stars in personal appearances and many others.

Officers and committees tentatively agreed upon as being necessary to carry out the exposition were as follows: Honorary chairman, executive chairman, committees on finance and budget, exhibits, construction and decorations, advertising and publicity, liaison with studios, special features, space allocation, concessions, service, advisory, program, auditing, legal and production.

Those attending the meeting were Schwartz, who acted as chairman; Sam and Harold Rinzler, Emanuel Frisch, Oscar A. Doob, Sam Rosen, Si Fabian, Ed Rugoff, Max Cohen, Barret McCormick, Andy Smith, Howard Dietz, Wilbur Snaper, Irving Dollinger, Harry Goldberg, Harry Brandt, Arthur L. Mayer, John Phillips, Solomon Strausberg, David T. Katz, Philip Gerard, Edward Dowden, Ernest Emerling, Benjamin Fielding, Russell V. Downing, Herb Golden, Sterling Silliphant, Robert J. Rubin, Madeline White, Walter Brecher, Steve Edwards, Bob Ferguson, Sol A. Schwartz, Robert W. Coyne.

Coming Events

March 19-27—Eagle Lion Classics divisional sales meetings at the home office.

March 21—Atlantic Coast section of Society of Motion Picture and Television Engineers meeting, Wilkie Memorial Building, New York.

March 21—Metropolitan Motion Picture Theatres Association meeting, St. Moritz Hotel, New York.

March 22—Ascap announcement of annual board of directors election results.

March 25-27 — Theatre Owners of Oklahoma annual convention, Biltmore Hotel, Oklahoma City.

March 26—Motion Picture Association of America annual meeting.

March 27—Ascap annual meeting, Waldorf-Astoria Hotel, New York.

March 28—United Jewish Appeal executive committee of the amusement division meeting, Hotel Astor, New York.

March 28—Cinema Stamp Collectors meeting, Hotel Astor, New York.

March 29—Academy of Motion Picture Arts and Sciences 23rd annual presentation of awards, RKO Pantages Theatre, Hollywood.

April 4-6 — Theatre Owners of America board of directors meeting, Hotel Mayflower, Washington.

April 5-6—National Board of Review of Motion Pictures annual conference, Hotel McAlpin, New York.

April 10-11 — Allied-Independent Theatre Owners of Iowa-Nebraska annual convention, Savery Hotel, Des Moines.

Kronenberg Signs Deal With Discina

Arnold Jacobs, general sales manager for Discina International, has consummated a deal with Robert I. Kronenberg, head of Manhattan Films International Corp. Los Angeles, to represent Discina product in the West. The deal involves "Manon," which is now being shown in Los Angeles, among others.

Daylight and Overnight
DC-6
Mainliner 300s
11½ HRS. ONESTOP to
LOS ANGELES
"the Hollywood"
Leaves at noon, arrives 8:30 pm
United's overnight flight to Los Angeles leaves at 9 pm; arrives the next morning.
UNITED AIR LINES

Loew's Sets Excess Profits Tax Floor

On the basis of the present Federal tax laws, Loew's Inc., will be liable for excess profits tax payments when earnings surpass $1.80 per share of common stock. The estimate was made yesterday by J. Robert Rubin in reply to a stockholder's question at the company's annual meeting.

Okay Loew's Stock Option

(*Continued from page* 1)

of the Treasury Department by deleting the provision that would permit the executives to borrow from the company the money to exercise the options. The option price, originally set at $16 7/16 per share, was to be changed to 95 per cent of yesterday's stock quotation, if the figure was higher, also a Treasury suggestion. The stock closed at 17 yesterday, or 3/8 less than the quotation on which the original figure was based.

Some Opposition

A number of stockholders took the floor at the meeting to oppose the option plan, but the changes above, as announced by Rubin, removed the basic objections of most. Other speakers, including director F. Joseph Holleran, National City Bank vice-president, favored the option as a means of retaining key personnel described as being vital to the company's continued success.

The following received the options, to be exercised within the next six years: Dore Schary, 100,000 shares; Arthur M. Loew, 40,000 shares, and Benjamin Thau, Joseph R. Vogel, Charles C. Moskowitz and Louis K. Sidney, 27,500 shares each. With the exception of Loew, who heads Loew's International, they are all vice-presidents.

Rubin's report to the stockholders stressed the company's earnings record during the 27 years since its founding. He said there has never been a year of unprofitable operation and that during that time Loew's has earned over $239,000,000, after taxes.

Among factors which adversely affected the company's earnings during this past 16-week period, Rubin mentioned the destruction of WMGM's broadcasting tower in the November, 1950, hurricane, reduced theatre attendance, and the inability to convert into dollars about $1,000,000 in Italian lira.

On the positive side, Rubin pointed to the continued good position of operations abroad, the opening of four new theatres in Egypt and Australia, and to prospects for the best year to date for M-G-M Records, Inc., a subsidiary.

Rubin said that theatre business could be expected to pick up as defense mobilization is speeded. On the basis of the experience during World War II, attendance would increase as more soldiers and their families were shifted about the country, and receipts would be higher in places of defense industry, he said.

Loew's is going ahead to meet provisions of the anti-trust decision, Rubin said, but negotiations with the Department of Justice for a consent decree are just starting.

Directors reelected at the meeting were Rubin, Holleran, Moskowitz, Vogel, Leopold Friedman, Eugene W. Leake, William A. Parker, William F. Rodgers, Nicholas M. Schenck, David Warfield and Henry Rogers Winthrop.

D. of J. 'Request' Aids Phonevision

Metro - Goldwyn - Mayer product being used on the Phonevision test in Chicago was supplied "at the request of the Department of Justice," J. Robert Rubin told Loew's stockholders yesterday.

Rubin said that Phonevision's future cannot be accurately gauged yet by the results of the test. In addition, he reminded, Phonevision still has to receive FCC approval for commercial operation.

L. A. Protest

(*Continued from page* 1)

representatives will be in Washington then for the April 4 board meeting of the Theatre Owners of America, of which SCTOA is an affiliate. Gael Sullivan, TOA executive director, as well as representatives of the Coast unit will confer with Department officials.

Simultaneous bookings on a broad scale and widespread price-cutting have contributed to the destruction of closed zoning in the Los Angeles area so that the 21-day clearance to which the first-runs lay claim is now no more than a "technical" clearance, Corwin said.

"If both distribution and exhibition will recognize the vast advantages and resultant gains inherent in arbitration," he said, "the Los Angeles problems can be solved." He said he hoped the Department of Justice could "see its way clear" to encourage arbitration of the Los Angeles "chaos."

Under the simultaneous bookings setup applying to the L. A. first-runs at present, pictures are not given a chance to play themselves out for all they are worth in terms of revenue, Corwin said. Hence, he added, were the situation corrected the distributors would stand to increase their "take" on individual pictures.

So convinced is the SCTOA membership that trade practices are responsible primarily for current poor business conditions in L. A. that the subjects of television and Phonevision weren't even broached during the recent four-hour meeting of the SCTOA board, Corwin said. And he emphasized that the organization will devote itself wholly to seeking trade practices improvements, even to the extent of excluding consideration of virtually all other matters such as ratification of the changes slated in the governing structure of the Council of Motion Picture Organizations.

Corwin, who will remain here through the weekend before returning to the Coast, came to New York to set distribution arrangements for the film "The Man from Planet X," which he acquired recently.

Diamond to Film Abroad

The cooperation of the British government will be sought by David Diamond, producer of Allied Artists' forthcoming "Women of Britain," who sailed from New York on Wednesday for London.

Variety Fete Tomorrow

ALBANY, N. Y., March 15.—The annual Variety Club dinner-dance will be held here tomorrow at the Ten Eyck Hotel. Leo Rosen is chief barker.

QP Awards

(*Continued from page* 1)

Round Table during the year. The annual judging took place at the Waldorf Astoria Hotel here this week, followed by a luncheon at which Martin Quigley introduced Elmer Rhoden, president of Fox Midwest Theatres, who was guest speaker.

After citing *Motion Picture Herald* and the Quigley Awards for "increasing showmanship values on the exhibition level," Rhoden declared that all sectors of the industry must concentrate on devising new methods of "packaging" and presenting their story to the public, and that the industry, while it is doing a good job individually in each of its three main branches, needs a "spokesman at the top industry level."

Doctor's Grand Award covers theatre situations where the manager has had the assistance of a circuit or home office staff in promoting product, while Harrison's Award is for those situations where the manager is entirely on his own in his showmanship merchandising efforts.

FTC Okays RTMA Bid for Trade Meet

WASHINGTON, March 15.—The Federal Trade Commission has advised the Radio-Television Manufacturers Association that its request for a trade practice conference of the television receiver manufacturing industry has been granted.

The date and the place of the hearing will be scheduled by the Commission after it receives recommendations from the Association.

Television Tax

(*Continued from page* 1)

firm of consulting economists. He and other witnesses testified in opposition to the Treasury plan.

Sprague stressed the "essential" character of radio and television, and said use of critical materials should be controlled through direct allocation and limitation orders and not taxes.

Ralph W. Hardy, spokesman for the National Association of Broadcasters, argued that radio and television are communications media like newspapers and magazines, and should not be taxed.

James B. Conkling, president of Columbia Records, opposed the Treasury's recommendation to boost the excise on phonograph records from 10 per cent to 25 per cent. He warned the impact of higher excises "will be keenly felt" in reduced sales or sharply curtailed profits.

Offers Phila. Theatre

PHILADELPHIA, March 15.—A. M. Ellis Theatres Co. has closed the Southern Theatre on Broad St. here and is offering it for sale. Ellis's nearby Dante Theatre will continue in operation.

Set "GI" Studio Tours

HOLLYWOOD, March 15. — Fred S. Meyer, chairman of the Association of Motion Picture Producers' military affairs committee, has announced that arrangements have been completed for studio tours for servicemen who apply to the area USO. Procedure will be the same as that which prevailed during World War II.

Radio, Film Panels Aid US Propaganda

WASHINGTON, March 15. — The State Department today named a 13-member panel of radio executives to help guide operations of its overseas radio propaganda program, and promised to name shortly a similar panel from the film industry to work on the motion picture program.

The radio group is headed by Justin Miller, president of the National Association of Broadcasters, and includes CBS board chairman William S. Paley, NBC executive vice-president Charles Denny, ABC board chairman Edward Noble, Mutual board chairman Theodore S. Streibert, and others.

Videofilm Test

(*Continued from page* 1)

manager, will be in charge of the theatre's participation in the test, which will start on the Fulton's screen at 10 P.M. and will run until midnight. Regular theatre admission prices will prevail. Attending the premiere from New York will be Shea executives Gerald Shea, Ray Smith and Andrew Grainger.

GPL's equipment photographs, develops and projects the television signals on 16mm. film to the full-size theatre screen within 60 seconds after it is received, it was explained here today by Richard Armfield, GPL executive.

Armfield stated that the Videofilm system consists of a combination receiver, camera, and rapid-speed processor, running in conjunction with what is described as the first "professional 16mm. projector ever built." The 16mm. system, according to Armfield, will cut operating costs to one-fourth of comparable 35mm. equipment.

Title Bout on TV

(*Continued from page* 1)

ordered, compared with the "normal" 25 to 40 orders for a weekday night from the 300 test families.

Observers were a little puzzled over the failure of last night's free telecast and broadcast of the fight to cut into commercial entertainment receipts. The commonest explanation was that most fight fans were expecting an easy, early victory for Bratton, and few had anticipated the spirited battle that it turned out to be.

The night's experience, nevertheless, was one of the few instances in this area to date of the box-office being unaffected by a free telecast of a major sporting event.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 69. NO. 53 NEW YORK, U. S. A., MONDAY, MARCH 19, 1951 TEN CENTS

SalesmenOpen New Pay Pact Meetings Here

Begin Today One Week of Negotiations for Raises

Negotiations for new union contracts to cover the country's 1,000 film salesmen will begin here today between distributors and the Colosseum of Motion Picture Salesmen. Increases in wages and on-the-road expense allowances will be demanded by the union.

That union representatives were less than willing to come to New York for the negotiations was indicated in a letter which David Beznor, Colosseum general counsel, of Milwaukee, sent to Bernard Goodman, chairman of the Industry Negotiating Committee.

"We feel," Beznor wrote, "that a meeting should be held more appropriately and conveniently at some

(*Continued on page 4*)

ELC Sales Meeting Starts Here Today

Eight days of conferences to be attended by Eagle Lion Classics top executives and field sales personnel attending in territorial groups, will open at the home office here this morning. Product policy and showmanship promotion will be concentrated today and tomorrow on the confabs for the Eastern division, with the Midwestern division attending on

(*Continued on page 4*)

PCCITO Convention Set for July 16-19

San Francisco, March 18.—Annual convention of the Pacific Coast Conference of Independent Theatre Owners will be held July 16-19 at Delmar, Cal., Rotus Harvey, president, announced. Convention headquarters will be at the Delmar Turf and Surf Club. Harvey urged exhibitors to bring their families, including the children, promising provisions to assure a family vacation. Harvey's announcement came shortly after PCCITO ratified the new COMPO set-up.

Ontario Admissions Expected to Rise

Toronto, March 18.—An upward revision in admission prices in Ontario is expected after April 1 when the reduction of the provincial amusement tax from 15 to 12½ per cent becomes effective.

Theatre scales have been static for a long time under an agreement with the Ontario government to maintain prices in passing on to the atres the ticket-tax reduction from 20 to 15 per cent, permitted some time ago, but the pact expires March 31 and an upward trend is now in prospect, it is intimated.

See No Ticket Tax Hike Bid by U. S.

WASHINGTON, March 18. — Key Administaration officials on Capitol Hill are predicting that the admission tax will not be mentioned when Secretary of the Treasury Snyder appears before the House Ways and Means committee on April 2 to outline the Administration's new tax plans.

In fact, some Republicans and Democrats believe Secretary Snyder will not ask for any additional taxes over the $10,-155,000,000 he requested in February.

The Administration is on record for a pay-as-you-go tax policy, and this could mean that Snyder would have to find an additional $6,000,000,-000 of new taxes to fully balance the

(*Continued on page 4*)

Jurisdictional Tilt To Supreme Court

WASHINGTON, March 18. — Eight major distributors, Interstate Circuit, Inc., and Texas Consolidated Theatres, Inc. have told the U. S. Supreme Court that Federal District Courts do have the power to transfer cases to other districts for the convenience of the parties involved and witnesses.

In a brief filed here, they urged the high court to turn down an appeal by Tivoli Realty, Inc., and I. B. Adelman. Tivoli and Adelman operate theatres in Dallas and Houston, respectively, but brought anti-trust suits against the distributors and the two circuits in Delaware. The distributors and the circuits moved to transfer the cases to Texas, but Tivoli and Adelman

(*Continued on page 4*)

16 Col. Films In 6 Months

Columbia will open a three-day sales meeting at the Hotel Warwick, New York, today. A. Montague, general sales manager, will preside. Attending will be the company's division managers, several branch managers, home office sales executives and top sales personnel.

High on the agenda will be a discussion of sales and liquidation plans for 16 productions, seven in color, to be released by the company in the coming six months.

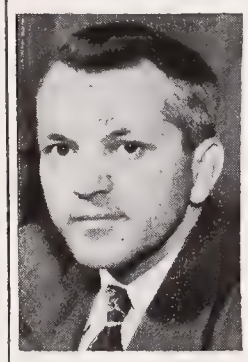
Also scheduled for discussion is a detailed examination of sales conditions in the various territories.

Among the productions to be discussed are: "Born Yesterday," Judy Holliday-William Holden-Broderick Crawford starrer; "Valentino," Technicolor Edward Small production

(*Continued on page 2*)

Bollengier Elected Treasurer of U.A.

Albert E. Bollengier has been elected treasurer of United Artists, it was announced here at the weekend by Arthur B. Krim, president. Bollengier succeeds H. J. Muller, who was named comptroller and who in that post will continue with the duties he had in the past.



Albert E. Bollengier

A certified public accountant whose entire professional career has been devoted to motion picture finances, Bollengier resigned as secre-

(*Continued on page 4*)

O'Dwyer Probe Film Free at Theatres

Today's hearings in New York of the Senate Crime Investigating Committee, currently a top news event, will be shown complete in Century's Marine and Queens theatres to audiences admitted free of charge.

The two theatres and Fabian's Fox in Brooklyn screened TV excerpts of the hearings during the past week. Century decided, in view of the public interest, to screen the whole proceedings today when former Mayor William O'Dwyer is scheduled to appear. Fabian's Fox will continue to

(*Continued on page 4*)

Kramer Makes Deal With Columbia

Contract Calls for 30 Films Over 5 Years

HOLLYWOOD, March 18. — An agreement under which Stanley Kramer Co. will deliver 30 films to Columbia during the next five years was finalized at the weekend with the signing of contracts covering an expenditure of $25,000,000.

Columbia president, Harry Cohn, in announcing the consummation of long pending negotiations, said, "This is the most important deal we have ever made."

Kramer's company, he continued, which moves intact to Columbia, comes to us with 12 properties, worth more than $3,000,000, already purchased and in preparation.

The same production methods which

(*Continued on page 2*)

Judge Pecora Joins Schwartz & Frohlich

Ferdinand Pecora, former New York State Supreme Court Justice, has been named counsel to the industry law firm of Schwartz and Frohlich. The appointment is effective today.

Pecora was chief assistant to the Federal District Attorney in New York for 11 years. Subsequently, he was counsel to the U. S. Senate Committee on Banking and Currency and

(*Continued on page 4*)

Maryland Owners Elect Garman, Nolte

Baltimore, March 18.—The Motion Picture Theatre Owners of Maryland, at its annual meeting here, elected Lauritz Garman, president; C. Elmer Nolte, Jr., vice-president; Jacob Levin, treasurer, and Mrs. Helen Diering, secretary.

Directors include: Louis Gaertner, Leon Bach, Isador M. Rappaport, Meyer Leventhal, Oscar B. Coblentz, Jr., William C. Allen, L. E. Green, Frank A. Hornig, Jr., J. L. Whittle, J. Robert Gruver and Milton Schwaber.

Personal Mention

JOHN JOSEPH, M-G-M publicity head in the East, is due back from the Coast today.

•

E. K. O'SHEA, JR., a Marine lieutenant, is now in Korea, while JAMES H. O'SHEA, a former Air Force captain and fighter pilot, has been recalled to active duty. Both are sons of E. K. O'SHEA, vice-president of Paramount Film Distributing Corp.

•

JAMES M. CONNOLLY, Boston branch manager for 20th Century-Fox, addressed students of Wellesley College on the subject, "Do Motion Pictures Inform as Well as Entertain?"

•

BEN GOETZ, in charge of M-G-M production in England, and his wife are due to arrive here from the Coast Friday to sail on March 27 on the *S.S. America* for London.

•

ALLAN STEARNS, promotion director of Dell Publications, will address a class in the New School here tonight on magazine publicity and promotion.

•

OSCAR MORGAN, general sales manager of Paramount short subjects and newsreel, is scheduled to leave here today for New Orleans.

•

ROBERT WEITMAN, vice-president of United Paramount Theatres, is set to return to his desk here today following a siege of the flu.

•

RICHARD BROOKS, M-G-M director, is due to arrive here from the Coast to leave tomorrow on the *S.S. Queen Elizabeth* for Europe.

•

JACK BRODER, chairman and president of Realart Pictures, Inc., is slated to arrive here today from Los Angeles.

•

TED R. GAMBLE, head of Gamble Enterprises, is slated to be in Washington today from New York.

•

ED BARISON, president of Cinema Distributors, is due to leave here today for the Coast.

•

BILL KAPLAN, M-G-M unit manager, is due to arrive here today from the Coast en route to Rome.

•

GAEL SULLIVAN, Theatre Owners of America executive director, is in Washington today from New York.

•

HARRY M. POPKIN, independent producer, has returned to Hollywood from New York.

Averts Mexican Strike

MEXICO CITY, March 18.—A strike has been averted in 27 theatres in the towns of Chihuahua State on the U.S. border, Chihuahua City, the capital, Ciudad Juarez, opposite El Paso, Texas, and Hidalgo del Parral, a mining center. Exhibitors allowed their staffs a 10-to-20 per cent pay hike.

Sondergaard to Cite Fifth Amendment

Hollywood, March 18.—Actress Gale Sondergaard, one of those subpoenaed by the House Committee on Un-American Activities, has issued a statement here saying that she will invoke the Fifth Amendment at the Committee hearings scheduled to start Wednesday in Washington. She further stated that she would ask the Screen Actors Guild for protection against blacklisting.

NEWS in Brief . . .

Waycross, Georgia, has won the "Queen City for A Day" world premiere celebration for the new Robert Stillman film, "Queen for a Day," on April 14, it was announced by Max E. Youngstein, United Artists advertising and publicity vice-president.

•

The Canadian premiere of Paramount's Technicolor production of "Quebec" will be held in that city on March 30 at the Capitol Theatre it was announced at the weekend.

•

CHICAGO, March 18.—While returning home at the weekend from a meeting at which he was reelected president of Allied Theatres of Illinois, Jack Kirsch was held up, beaten by three gunmen, and robbed.

Kirsch said the bandits entered his car when he stopped for a traffic signal at Wabash and Roosevelt, a block away from Allied's headquarters. One of the gunmen took the wheel and drove north on Wabash Ave. When Kirsch attempted to escape at Monroe Street, the bandits pistol-whipped him.

•

BALTIMORE, March 18.—The Hippodrome Theatre here, operated by Isador M. Rappaport, has booked "The Outlaw for its first Baltimore showings, opening on March 24.

Several Promoted By Loew's in N. Y.

Loew's Theatres has made the following managerial promotions in its Metropolitan New York divisions:

Joseph McCoy, former assistant manager at the Victoria, becomes acting manager of Loew's 116th Street; Robert Camman has been promoted from assistant at the Paradise to acting manager of Lowe's Kameo, succeeding Mrs. Dorothy Solomon, who has been transferred to Loew's 46th Street as manager.

Edward Schwartz has been transferred from the 116th Street to Loew's Broadway as manager, succeeding Helen Lupo who will go to the Sheriadn. Morris Tanney, manager of Loew's 46th Street, is transferred to the Alpine. Douglas Helgeson, manager of the Sheridan, has resigned.

Kramer Deal

(*Continued from page* 1)

enabled Kramer to turn out "Champion," "Home of The Brave," and "Cyrano de Bergerac," will continue under the new set-up, a spokesman explained. With Columbia assuming complete responsibility for financing and sharing in profits, pictures will be produced at the rate of six annually, it was announced.

Kramer Statement

Kramer said, "Our operation will be the same as in the past, basing its striking power on new ideas plus thorough preparation and rehearsal. Nowhere in the industry have we encountered executives so alert to the box-office challenge of today as we find in Columbia."

Kramer's organization is headed by Sam Katz, board chairman; George Glass, vice-president and exploitation chief; and Carl Foreman, writer. Kramer production department heads will continue in their present capacity. Kramer's production slate is headed by three Broadway successes, "Death of a Salesman," "Happy Time," and "Member of the Wedding."

16 Col. Films

(*Continued from page* 1)

starring Eleanor Parker and Anthony Dexter.

Also, "The Brave Bulls," Robert Rossen's adaptation of the Tom Lee novel; Sidney Buchman's production, "Saturday's Hero," starring John Derek and Donna Reed; the Santana Humphrey Bogart starrer, "Sirocco," co-staring Marta Toren and Lee J. Cobb; "The Whistle at Eaton Falls," starring Lloyd Bridges and Dorothy Gish, produced by Louis deRochemont and directed by Robert Siodmak; "Her First Romance," starring Margaret O'Brien; "Santa Fe," in Technicolor, starring Randolph Scott; "Two of a Kind," starring Edmond O'Brien, Lizabeth Scott and Terry Moore; "Never Trust a Gambler," starring Dane Clark, Cathy O'Donnell and Tom Drake; "Pickup," starring Beverly Michaels, Hugo Haas, Allan Nixon and Howland Chamberlin; "Lorna Doone," Edward Small Technicolor version of the Blackmore classic, starring Barbara Hale and Richard Greene; "Sunny Side of the Street." Supercinecolor musical; "Remember That Face," starring Broderick Crawford; "The Texas Rangers," Supercinecolor Edward Small production starring George Montgomery and Gale Storm; "Hurricane Island" and "When the Redskins Rode," two Supercinecolor productions starring John Hall.

Present at the meetings from the home office, in addition to Montague, will be: Rube Jackter, Louis Astor, Louis Weinberg, Irving Wormser, George Josephs, Maurice Grad, H. C. Kaufman, Joseph Freiberg, Seth Raisler, Harry Kosiner, Irving Sherman, Sydney Singerman, William Brennan and Irving Moross.

Those attending from the field include: Nat Cohn, Sam Galanty, Carl Shalit, H. E. Weiner, I. H. Rogovin, B. C. Marcus, R. J. Ingram, Jack Underwood, L. E. Tillman, Wayne Ball, Ben Lourie and Harvey Harnick.

Pine-Thomas Set Two In Color for Payne

HOLLYWOOD, March 18.—Producers Bill Pine and Bill Thomas have set two forthcoming productions for John Payne. The first, which will start on July 6, will be "The Lumberjack and the Lady," in Technicolor. The second will be "Carib Gold," to be directed by Edward Ludwig. It also will be in Technicolor, and has a Sept. 3 starting date. Both will be released by Paramount.

Newsreel Parade

A LARGE amount of current newsreel footage is devoted to the Kefauver Senate hearings in New York. Other items include flashes from Korea, the first Eskimo Nun, and sports. Complete contents follow:

MOVIETONE NEWS, No. 23—Senate crime probe in New York. United States takes part in British air maneuvers. First Eskimo takes veil in Northern Canada. Canadian ice show.

NEWS OF THE DAY, No. 257—Senate crime probe in New York. Frank Costello and Virginia Hill Hauser testify. British-U. S. in joint air maneuvers.

PARAMOUNT NEWS, No. 60—Trieste's future is spotlighted. New method for treating coronary thrombosis. Frostbite casualties in Korea. First Eskimo nun takes vow. Kefauver crime hearings.

TELENEWS DIGEST, No. 11-B—Senate crime probe. Student riots in Japan. Korea: crossing the Han. Sports world: celebrities play golf.

UNIVERSAL NEWS, No. 439—Senate crime probe hearings in New York. At the front in Korea. Sport news: flashes, basketball for kiddies.

WARNER PATHE NEWS, No. 62—Kefauver crime probe in New York. Korea: UN troops in drive. Korea war dead started home. Eskimo Nun takes vows. Baseball: "Happy" Chandler out.

Must Bid in Field; Gamble Declares

"Pictures are bid for and bought in the field now and that's where the exhibitor has to be these days," Ted R. Gamble, head of Gamble Enterprises, said on his return here from the Coast Friday, preparatory to closing his New York offices.

Gamble recently sold his half interest in four of Indianapolis' five first-run theatres and transferred his headquarters from New York to Milwaukee, where his most important operations now are.

"When we first moved to New York from the Pacific Northwest," Gamble said, "our intention was to expand in the Eastern territory. Accordingly, we established headquarters here. That was before competitive bidding. It is no longer practicable to buy for widely separated theatres from New York. Exhibitors need to be on the scene now that pictures are bought and sold locally."

Legion Official Denies Attack on 'Fox'

CHICAGO, March 18.—The American Legion's Chipilly Post Commander, James W. Hilton, flatly denies that his post had authorized published reports implying boycott action against "The Desert Fox," 20th Century-Fox's forthcoming production concerning the late German Field Marshal Irwin Rommel.

The denial was carried in a public letter to Harry G. Green, of Chicago, who issued the recent public blast against the film. The post commander cautioned against pre-judging the film, and stated that Green's attitude did not reflect the views of the post.

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Paramount

has it for you in April! Action and romance to bring the crowds to

QUEBEC

where history's most tempting spy and a ragged army of frontiersmen fill the screen with thundering thrills



starring



John Barrymore, Jr.

"is handsome" reports Motion Picture Daily and worthy of his famous name — as Mark, the boy with a hero's courage.



Corinne Calvet

is "outstanding" says Variety, as La Fleur, the woman who set a century aflame . . .



Patric Knowles

rugged and romantic, is the rebel leader in scenes of "large scale military action" says Film Daily . . .



Barbara Rush

Paramount's lovely star of tomorrow plays the girl who loved a soldier . . .

with John Hoyt • Arnold Moss • and introducing NIKKI DUVAL • Directed by George Templeton • Written and Produced by Alan LeMay

FILMED ON THE SPOT IN GLAMOROUS QUEBEC

so that movie audiences can see for the first time "interesting scenes like the Citadel where Wolfe and Montcalm fought and the area's beautiful scenery."—*M. P. Herald*

Paramount's Big Shows In Color By Technicolor, Currently Include: Cecil B. DeMille's "Samson and Delilah," "Branded" and "The Great Missouri Raid"

Bollengier

(*Continued from page* 1)

tary-treasurer of Hal Roach Studios in Hollywood to join UA.

The new UA treasurer arrived here at the weekend from Hollywood to take over as UA's chief fiscal officer. He will supervise all liaison for UA with banks and producers on financial matters, operate as chief statistical control officer and direct home office and branch operations, procurement and personnel relations. Negotiations with unions will be in his province also.

Bollengier Background

Bollengier was treasurer of Eagle Lion Films in 1949 when Krim was president of that company. Now 38 years of age, he entered the industry in 1935 with Price, Waterhouse and Co., where he specialized in film accounts.

Muller, who joined UA in 1927, will continue to devote full time to the maintenance of the company's books and records, and to the receipt and disbursement of funds, it was reported.

ELC Sales Meeting

(*Continued from page* 1)

Wednesday and Thursday, the Southern division on hand on Friday and Saturday and the Western division concluding the series next Tudesday and Wednesday.

Among those from the field who will attend the meeting today and tomorrow are: Clayton Eastman, Eastern division manager; George Waldman, New York Metropolitan district manager; John McKenna, New York branch manager; Harry Segal, Boston branch manager; Robert Richardson, Cleveland manager; Albert Glaubinger, Cincinnati manager; Max Cohen, Washington manager, Sanford Gottlieb, Philadelphia; Arthur Levy, Pittsburgh; M. A. Brown, Buffalo, and Frank Fisher, general manager of Eagle Lion Films of Canada, Ltd.

Company executives who will address the meetings include: William C. Millen, Jr., president; B. G. Kranze, vice-president in charge of distribution; Milton E. Cohen, general sales manager; Howard LeSieur, director of advertising, publicity and exploitation; David Melamed, treasurer; Joseph Sugar, assistant to Kranze, and Charles Amory, head of ELC's special "art" film sales unit.

O'Dwyer Probe Film

(*Continued from page* 1)

show portions of the hearing.

Public interest in the hearings, available on home television receivers, was high all through last week.

Century announced that its telecast will begin at the Marine and Queens at 10:00 A.M. today and run until the conclusion for the day. The regular film show will follow.

Ampa Trade Press 'Salute' March 28

The Associated Motion Picture Advertisers will salute the trade press at a testimonial luncheon on Wednesday, March 28, Harry McWillams, AMPA president has announced. The luncheon will be held at the Hotel Piccadilly. The chairman and key speaker will be named shortly.

Reviews

"Follow the Sun"

(20th Century-Fox)

THE American success story is clothed in the game of golf in "Follow the Sun," a film biography of Ben Hogan, one of the country's sport kings. A warmly human account of a man's tenacious dedication to becoming a champion in the game he loved, this is equally the story of a wife's loyalty and devotion. Ben and Valerie Hogan come to the screen in the persons of Glenn Ford and Anne Baxter as a very likeable American couple whose adventures across the fairways of the land should excite the sympathy and amusement of audiences of all kinds and classifications. From every standpoint—story, acting, direction, pace and production values—"Follow the Sun" is a dandy job and appears to be headed for fine going at the box-office.

This is the story of real courage. Hogan would not let even the crippling effects of a horrible automobile accident deprive him of his championship status. The sports pages of the nation told that story not so long ago, and it is told again here in graphic and touching passages under the knowing direction of Sidney Lanfield. The golfer's caddie-to-champion rise is recited by Miss Baxter. They met as youngsters in Fort Worth, married not many years later and took to the highways and "followed the sun" so he could compete in tournament after tournament. He only began to achieve money prizes after their savings were gone. Then his rise to the peak was swift. His single-mindedness, however, came at the price of unpopularity with the gallery and the press. But the automobile accident marked a turning point in his life insofar as getting along with people was concerned. He genuinely appreciated their sympathy and encouragement, and when he is nosed out for the title by Sam Snead, sports reporter Grantland Rice reminds the audience that Hogan's "legs just couldn't carry his heart." His victory lay however in the knowledge that the gallery finally was "with him."

Dennis O'Keefe measures up well to the sturdy role of a happy-go-lucky type of champion and Ford's best friend. The sharp contrast in their natures is always evident. Also good is June Havoc as O'Keefe's spouse and friend of Miss Baxter. Other players include Larry Keating, Roland Winters and Nana Bryant and golfers Snead, James Demaret and Cary Middlecoff. Samuel G. Engel produced. Frederick Hazlitt Brennan's screenplay was based on his own article in *The Reader's Digest.*

Running time, 93 minutes. General audience classification. For April release.

CHARLES L. FRANKE

"The Scarf"

(Gloria Film—United Artists)

A MYSTERY DRAMA has been coated with psychological touches to make some highly interesting fare in "The Scarf." The story concerns an alleged murderer's escape from an insane asylum and his subsequent efforts to shake off a mental fog that enveloped him in order to determine whether he really committed the murder. There is a quality of tense expectancy to the story and it develops with considerable interest. Within a modest production framework a very capable job of film making has been done.

Opening on a brisk note the film depicts John Ireland's wild escape from the asylum. He staggers through the night and finally collapses near the turkey farm of James Barton, a curious, bewhiskered hermit rancher. After some bad starts, the two men take a liking to each other and Ireland winds up working on the ranch. Prodding Ireland obsessively is the need to find out if he really is a killer. He had been convicted of the murder of a young woman found strangled near his unconscious body.

Driving to town one day, he gives a lift to Mercedes McCambridge, a cynical tough-talking singing waitress of dubious character. He discovers her wearing a scarf which is identical with the one used to strangle the other girl, and slowly portions of memory return. Ireland proceeds to the office of Emlyn Williams, a psychiatrist friend, who was present at the murder scene, but who was strangely alien afterward. Williams convinces Ireland he committed the murder and by adding a touch of treachery has Ireland back in the hands of the law.

Meanwhile a prison psychiatrist becomes suspicious of William's behavior. Aided by Barton, Miss McCambridge and the scarf, the institution's psychiatrist sets a ruse which explodes William's composure and proves him the real killer. A good set of performances is turned in by the cast which helps greatly to gloss over some rather facile developments in the screenplay by E. A. Dupont. A Gloria Film Production, presented by Joseph Justman, it was produced by I. G. Goldsmith who also did the original story with E. A. Rolfe. Dupont directed and achieved a fine sense of realism, especially in the location shots in Los Angeles and a small town. Anthony Z. Landi was associate producer.

Running time, 93 minutes. Adult audience classification. Release date, April 6.

MANDEL HERBSTMAN

Lauds U. S. Stars for Conduct in Uruguay

American film company participation in the Uruguayan Film Festival and "the exemplary comportment of the Hollywood stars who attended it "were highly commended by Edward G. Miller, Jr., Assistant Secretary of State, in a letter sent to John G. McCarthy, Motion Picture Association of America vice-president in charge of international affairs.

Extra Dividend from Zenith; Sales Rise

CHICAGO, March 18.—Zenith Radio Corp., directors have declared a 50 cent extra dividend on its capital stock in addition to the regular 50 cent quarterly payment. Last October the company also voted a 50 cent extra, the first in many years.

E. F. McDonald, Jr., president of Zenith, said shipments for the March quarter are running ahead of 1950.

Wages

(*Continued from page* 1)

place other than New York City. We are, however, making arrangements to meet with you in New York on March 19 and plan to spend all of our time to negotiate an agreement."

Beznor informed the distributor group that if an agreement has not been reached within a week, "we will request that the site for negotiations be removed to some place other than New York City."

Basic proposals for increases have been delivered to the distributors. They were made, Beznor stated, "after an analysis of the current condition of the companies involved, the economies of the industry and the minimum needs of your salesmen."

It is expected that the companies will offer at the negotiations data concerning the economic problems facing the industry. The Colosseum, according to its general counsel, will provide "cost of living data and expenditures made by the salesmen on behalf of the companies."

Pecora Joins

(*Continued from page* 1)

in that capacity directed the committee's investigation of banking practices and operations in the early 1930's. He served as a state Supreme Court Justice for 16 years, resigning last fall to become the Democratic candidate for Mayor of New York.

In his new position with Schwartz and Frohlich he will be available to other lawyers for appellate and trial work.

The Schwartz and Frohlich law firm was founded by the late Nathan Burkan. The senior partners are Charles Schwartz and Louis D. Frohlich. The firm is counsel to Columbia Pictures, ASCAP, Fabian Enterprises and numerous other show business companies and personalities. It was counsel for the late Al Jolson and has represented United Artists, Charles Chaplin, Sir Alexander Korda, Skouras Theatres and others.

Admission Tax

(*Continued from page* 1)

1952 budget. But observers pointed out that he can take the line that spending will not be as high as anticipated, that revenue will be a lot higher and that the $10,155,000,000 will be enough for now.

Committee Chairman Doughton has scheduled executive sessions to start April 3.

Jurisdictional Tilt

(*Continued from page* 1)

argued that five of the distributors could not be served in Texas, and Judge Rodney ruled that he did not have the authority to decide whether the cases should be transferred. The Third Circuit Court of Appeals ruled that Rodney could consider this question, and Tivoli and Adelman appealed to the Supreme Court.

Eldorado Gets 'Treason'

Eldorado Distribution Corp., of which Nat Liebeskind is president, has acquired the Cuban rights of "Guilty of Treason." The film will be released there shortly.

TODAY'S NEWS TODAY

MOTION PICTURE DAILY

AIR MAIL EDITION

VOL. 69. NO. 54 NEW YORK, U. S. A., TUESDAY, MARCH 20, 1951 TEN CENTS

O'Dwyer Stars On 5 Theatre TV Screens

Marine, Queens Carry Full Day's Hearings

As the Senate Crime Investigating Committee's hearings at the Federal Building here reached a climax with the appearance yesterday of former Mayor O'Dwyer, two more theatres, the New York Paramount and Fabian's Palace in Albany, screened excerpts of the testimony on their theatre TV screens.

Century circuit's Marine in Brooklyn and Queens in Queens, which last week screened spots of the hearing, yesterday opened their doors at 9:45 A.M. and admitted audiences free of charge to a full day's performance of the hearings. Fabian's Brooklyn Fox, which also has been screening excerpts at the "break" between features in the afternoon, yesterday gave an obvisouly enthusiastic audience more than a full hour, from 11 A.M. to shortly after noon. It was described as the biggest hit yet on television.

(*Continued on page 5*)

Para. 'Edits' Senate Show

The televised hearings of the Senate Crime Investigating Committee shown on the screen at the New York Paramount yesterday were the "highlights" of the actual testimony, edited from more complete coverage, it was pointed out yesterday by a Paramount spokesman.

Paramount's theatre TV system records the telecast images on film which is then projected. Thus the testimony of Ambassador O'Dwyer, presented at the theatre from 12:15 P.M. to 12:30 P.M., represented a

(*Continued on page 5*)

Senate Probe Show Hits N. Y. Grosses

The Senate crime committee's free show here on television is providing hefty daytime competition for local theatres, even Broadway's first-runs, and this week's grosses have suffered somewhat as a result. Public interest reached its peak yesterday but, with the hearings closing today and the Lenten season ending Saturday, an upsurge at the box-offices is expected.

The best showing is at the Music

(*Continued on page 5*)

Smith Lists 20 from 20th For 6 Months

Twenty productions will be released by 20th Century-Fox in the next six months, it was announced here yesterday by Andy W. Smith, Jr., sales vice-president.

Five of the films will be in Technicolor and one in Supercinecolor. Two of the pictures will be "outside" independent productions.

Included in this line-up of spring and summer releases is Darryl F. Zanuck's personal production, "David and Bathsheba," in Technicolor, starring Gregory Peck and Susan Hayward, and directed by Henry King. "David and Bathsheba" will play its first engagements in late August.

Released this month are: "Bird of Paradise," Technicolor film starring Louis Jordan, Debra Paget and Jeff Chandler, and directed by Delmer Daves for associate producer Harmon Jones; "The Sword of Monte Cristo," an Edward L. Alperson Supercine-

(*Continued on page 6*)

Chicago Business Shows Upswing

CHICAGO, March 19. — The Lenten season has been keeping Chicago box-office receipts down, although business over the past weekend reached closer to normal than it has in a month.

The biggest thing in the Loop was a combination of "Call Me Mister" and Dick Contino in person at the Chicago. B. and K. officials are expecting a $50,000 opening week which would be the best at this house in about six weeks. The Oriental did

(*Continued on page 5*)

Colosseum Bids for 10%—Plus Boost

Wage increases extending beyond the 10 per cent hike allowed generally by the Economic Stabilization Administration were proposed yesterday for the country's 1,000 film salesmen by their union, the Colosseum of Motion Picture Salesmen of America.

Colosseum negotiators met at the Hotel Astor here with the Industry Negotiating Committee headed by Bernard Goodman of Warner Brothers. The two groups are expected to meet daily throughout this week, and if an agreement is not reached by Saturday another city will be selected as a negotiations site.

David Beznor, Colosseum general

(*Continued on page 5*)

MYERS TO NY FOR ARBITRATION MEET

Fears Slow-Down Of COMPO Okays By TOA Units

WASHINGTON, March 19. — Gael Sullivan, executive director of Theatre Owners of America, said here today that he feared the action of the Southern California Theatre Owners Association in deferring approval of the new governing structure for COMPO would slow down still further ratifications by other TOA units as yet uncommitted.

Some nine out of TOA's 28 regionals have ratified so far. When the COMPO directors voted the change a few months ago after TOA had voiced objection to the existing set-up, it was expected that virtually all TOA units would have ratified by this time.

"A lot have been on the fence and

(*Continued on page 6*)

MacMillen, Kranze Address ELC Meet

William C. MacMillen, Jr., president of Eagle Lion Classics; Bernard G. Kranze, distribution vice-president; Milton E. Cohen, general sales manager; David Malamed, treasurer, and Joseph Sugar, assistant to Kranze, yesterday addressed the first days' meeting of the two-day sales conference for the Eastern division being held in New York.

Sales policy on new product and current product and its liquidation

(*Continued on page 5*)

Skouras Deposition Off Until April

Spyros P. Skouras' deposition in the Samuel Goldwyn Productions antitrust suit brought against Fox West Coast and others, tentatively set for today, has been postponed. The time and place will be arranged by mutual agreement between Joseph Alioto, Goldwyn attorney, and the 20th Century-Fox president.

Both Charles P. Skouras, National Theatres president, and George P. Skouras, president of United Artists Theatres Circuit, have given depositions, as have other Fox West Coast executives. It is expected that Spyros Skouras will give his pre-trial testimoney during April, either here or on the Coast.

Expected Here in About 10 Days to Confer With Distribution Attorneys

Abram F. Myers, general counsel of Allied States Association, is expected to be in New York from Washington in about 10 days, perhaps sooner, to meet with distribution attorneys individually for an "exploration" of possibilities in connection with the proposal that the industry adopt a system of aribitration.

Myers wrote recently to the presidents of the distribution companies indicating that he would be glad to discuss the subject. He was authorized to enter into the discussions by the Allied board meeting in Washington last month.

Some months ago distribution presidents, sales chiefs and attorneys for the film companies met in New York with officials of the Theatre Owners of America to decide whether it

(*Continued on page 6*)

NEWS FLASHES

HOLLYWOOD, March 19.-- Paramount studio and home office publicity-advertising departments will function as a single unit in close adherence to a promotional pattern worked out during the past five days, Jerry Pickman, the company's acting national director of advertising-publicity told the press today.

•

WASHINGTON, March 19.-- Intensive consent decree negotiations by Loew's got under way here today, with Justice Department representatives conferring with Loew's officials Nicholas Schenck, J. Robert Rubin and Benjamin Melniker. Justice officials said that decree talks would be "fairly frequent" from now on.

U. K. Theatre Tax Cut Unlikely: Eady

LONDON, March 19.—British exhibitors can expect no reduction of the entertainment tax this year, Sir Wilfrid Eady, second secretary to the Treasury, told exhibitor representatives who discussed the subject with him here.

Though he offered no encouragement, stating that the government is looking for sources of increased revenue for the rearmament program, Sir Wilfrid promised to see Cinematograph Exhibitors Association leaders again before the Treasury presents its new budget on April 10.

Harry Mears, new CEA president, said he would continue his campaign for a tax reduction for small exhibitors. He is preparing a proposal which would reduce the tax on the cheapest admissions and increase it on the highest, thus giving relief to the small theatre while maintaining the proportion paid to the Treasury.

Ask US Decree Ban For Private Suits

WASHINGTON, March 19.—Eight major distributors told a U. S. District Court here today that the various court judgments and decrees growing out of the government anti-trust suit should not be admitted as evidence in any private anti-trust suit brought against them by exhibitors unless the decrees had an absolutely direct bearing on the facts in the private suit.

They took this stand in filing a lengthy opinion requested by Judge Tamm on the grounds for their motion to strike from the record in an anti-trust case brought against them by Leonard Lea, of Danville, Va., all reference to the government suit and the decrees that grew out of it. The distributor motion said all these references are "immaterial to the issues involved and contain scandalous, impertinent and prejudicial material."

Brookside Lawyers Get $150,000 Fee

KANSAS CITY, March 19.—A fee of $150,000 to the three lawyers who represented the Brookside Theatre Corp. in its damage suit against nine film companies was awarded by Federal Judge Richard M. Duncan here.

The lawyers, William G. Boatright, Arthur C. Popham, Sr., and Nick C. Spanos, had asked for $250,000, plus expenses.

End Tenn. Rental Tax

NASHVILLE, March 19.—The state legislature has passed an act relieving film rentals of the two per cent sales tax which has been paid for the past four years. Proponents of the measure based their release claims on the fact that rentals were already paying the state's gross receipts tax.

Westrex Sells to U. S.

The U. S. Signal Corps has acquired 14 Western Electric-type 235D newsreel recording systems from the Westrex Corp., New York.

Personal Mention

SPYROS P. SKOURAS, 20th Century-Fox president, has returned to New York from the Coast.

•

MORT FREEDGOOD, Paramount publicist, will have another book published, "The Man in Question," by Doubleday later this year under his pen name of John Godey.

•

LEO WILDER, Warner Brothers' publicist here, and MRS. WILDER announce the birth of a boy, ROBERT MICHAEL, their second child, on Friday at the French Hospital.

•

ROBERT GOELET, producer, J. FEFEBRE, of 20th Century-Fox, and MRS. FEFEBRE are to leave here today aboard the *S.S. Queen Elizabeth* for Europe.

•

CLIFF GEISSMAN, Oakland, Cal., district manager for Blumenfeld Theatres, announces his resignation effective April 4.

•

H. M. RICHEY, assistant to WILLIAM F. RODGERS of M-G-M, returned here yesterday from a Florida vacation.

•

AL LICHTMAN, 20th Century-Fox vice-president, is due here today from the Coast.

JOSEPH HAZEN, president of Hal Wallis Productions, headed for Florida for a two-week vacation following his return here at the weekend from the Coast.

•

EMERIC PRESSBURGER, MICHAEL POWELL, producers, KENNETH HARGREAVES, director of 20th Century-Fox Film Co., Ltd., and P. F. LEAHY, producer for Walt Disney, arrived here yesterday from Europe aboard the *S.S. Queen Elizabeth.*

•

CARROLL PUCIATO, Realart's general manager in charge of exchange operations, has returned from a two week tour of Midwest exchanges.

•

EMANUEL SILVERSTONE, 20th Century-Fox foreign executive, is due to arrive here today from South Africa.

•

SIDNEY KRAMER, short subjects sales manager for RKO Pictures, is slated to leave here today for Atlanta.

•

MONTAGUE SALMON, managing director of the Rivoli, has returned here from a Hollywood vacation.

•

HALSEY RAINES of M-G-M's home office publicity department returned here yesterday from Washington.

'Red' Hearing One Day Only in March

WASHINGTON, March 19.—Present plans for the House Un-American Activities Committee's hearings on Hollywood call for hearings Wednesday, at which the committee will try to hear four witnesses, and then adjourn until early April.

Chairman Wood (D., Ga.) said it was likely the committee would try to develop information about contributions by film industry workers to Communist organizations and also "quite conceivable" that questioning would turn to whether the screen had been used for Communist propaganda. "But we're not trying to smear anybody or any group," he declared.

Steiner Returns to Independent Filming

Joseph Steiner has resigned from the managership of Walter Reade's Park Avenue Theatre here and will re-enter independent production, through the newly-formed Joseph Steiner Enterprises, Inc.

Steiner reported yesterday that he has signed Maxie (Slapsie) Rosenbloom to an exclusive management contract for motion pictures.

Vidicam Demonstration

Vidicam Pictures Corp., television film producers, will hold a press conference and reception here tomorrow to demonstrate its facilities and discuss the Vidicam system of making pictures. Vidicam, with Larry Gordon as president and Alfred Justin as executive vice-president, is a successor to Television Features, Inc.

AFL Janitors Strike on Coast

SAN FRANCISCO, March 19.—AFL janitors have called a strike against 21 San Francisco theatres and 65 others elsewhere in Northern California, but temporarily postponed a threatened walkout in the Fox West Coast chain and several other major houses. There was the possibility that picketed theatres would have to cancel shows because projectionists and other employes would honor the janitors' picket lines.

George Hardy, international vice-president of the Building Employees Union, was to meet with George Bower, general manager of FWC, today regarding an agreement. Similar arrangements were made with other exempted houses.

Canadian MPDA Reelects Lightstone

TORONTO, March 19.—Gordon Lightstone, general manager of Canadian Paramount Pictures, has again been reelected president of the Canadian Motion Picture Distributors Association. Harvey Harnick, sales manager of Columbia Pictures of Canada, was named vice-president for the next 12 months.

Censors for Knox County

KNOXVILLE, Tenn., March 19.—A board of censorship for Knox County, outside of Knoxville, is authorized in a measure passed by the state legislature. Complaints against the showing of certain films by drive-ins outside the city are blamed for the new restrictions.

FCC to Witness Skiatron Tests

The Federal Communications Commission will arrive in New York this morning, to view a demonstration of Subscriber-Vision, the television system developed by Skiatron Electronics and Television Corp., New York.

The FCC will get its first view of the pay-as-you-see system at the WOR-TV transmitter at North Bergen, N. J., from which experimental broadcasts of Subscriber-Vision have been issuing for the past few months with FCC authorization. The Commission will witness a closed-circuit demonstration at the transmitter from 11 to 11:30 A.M.

Following the showing, the Commission will visit the Skiatron laboratories, here to see an over-the-air broadcast of Subscriber-Vision originating from WOR-TV, and which may be seen simultaneously by TV viewers within 60 miles of the WOR-TV transmitter, from 2:30 to 3:00 P.M.

At the Skiatron laboratories members of the Commission will test the operation of Skiatron's decoders with the use of perforated punch-cards, which, it is said, clear up the scrambled image without intervening telephone connections.

Subject to FCC approval, subscribers to the system would pay for the decoding cards, which would be changed periodically. Their subscriptions would allow them to view a group of special programs which would not be available to TV set owners who were not paid subscribers.

Color TV Tops IRE Convention

Color television is dominating the 40th annual convention of the Institute of Radio Engineers, which opened here yesterday, with more than a third of the 32 papers to be delivered dealing with the subject.

The convention, with an exhibit at Grand Central Palace, will run for four days, concluding Thursday. Business meetings and discussion of papers are being held at the Waldorf-Astoria.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
FRED ASTAIRE - JANE POWELL
"ROYAL WEDDING"
Color by TECHNICOLOR
A Metro-Goldwyn-Mayer Picture
plus THE MUSIC HALL'S GREAT EASTER STAGE SHOW

Paramount presents
BOB HOPE
Marta MAXWELL · Lloyd NOLAN · Jane DARWELL
in DAMON RUNYON'S
The LEMON DROP KID
IN PERSON BILLY ECKSTINE
ALAN KING · BAUL & EVA REYES
EXTRA HUGO WINTERHALTER HIS ORCHESTRA AND CHORUS
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

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PARAMOUNT'S BOXOFFICE SPRING...

Watch spring grosses spring up and up, as these four start heading the best boxoffice news from now thru May—and beyond.

"The Mating Season" is the springtime's most talked-about comedy (what they're talking about *most* is Thelma Ritter as Mother of the Groom). And "Samson and Delilah," now in general release, continues to be The Greatest Grosser of Our Time.

Hope's new show, "The Lemon Drop Kid," is funnier Runyon than "Sorrowful Jones." And Ladd, hotter than his own gun since "Branded," is due soon as a U.S. Mail crime fighter in "Appointment With Danger."

All these in Paramount's boxoffice spring . . . followed by a succession of ticket-selling merchandise scheduled for release right thru your Paramount summer.

If it's a Paramount picture, it's the best show in town . . .

Paramount Pictures

National Pre-Selling

SPECIAL pressbooks issued by Mutual Broadcasting System in its 544-station tieup for "The 13th Letter" with 20th Century-Fox, and a similar device issued by National Biscuit Co., to its 3,500 fieldmen in a tieup for Columbia's "Lorna Doone" are indicative of the kind of pre-selling aids which penetrate into other lines for the benefit of the film industry. The exploitation kits are patterned after motion picture practice and are based on showmanship, thus making cooperation with theatre managers at the point of sale the logical and practical thing to do.

•

Universal has mobilized a special exploitation force of 20 fieldmen to help promote the initial openings of Bill Mauldin's "Up Front" which will have its world premiere at Loew's State Theatre in New York next Saturday, and is set to open in more than 500 situations during April. Assignments include Bob Ungerfield in Cincinnati and Indianapolis; Dave Polland in Baltimore and Washington; Julian Bowes, Dallas; Ed Holland, Omaha and Des Moines; Duke Hickey, Pittsburgh; John McGrail, New England; Bob Kaufman, St. Louis; Ben Katz, Chicago, and Cliff Brown in San Francisco. Special assignments go to Bob Wile, "Bucky" Harris, Bill Slater and others of the home office staff.

•

Edward Alperson's "The Sword of Monte Cristo," which will be released this month by 20th Century-Fox, is being boosted by 12,000,000 *teen-agers in a tieup with the "Y-Teen" Clubs of America, who have hundreds of local units throughout the country, under the wing of the Parent-Teachers Association, Chambers of Commerce and civic groups, assuring publicity for the film with schools, libraries and youth groups from Coast to Coast.*

•

A special "Bird of Paradise" newsreel has been made by 20th-Fox-Movietone and will be available to hundreds of leading stores which are introducing fashions and merchandise based on the picture's promotion. The film, which runs five minutes and is offered in 16mm for use away from the theatre, features models wearing the 23 fashion creations inspired by the film, with a commentary by Vyvyan Donner, fashion director for Movietone News. In addition, the regular theatre edition of the newsreel will carry a generous clip of the fashion promotion of thousands of theatres.

•

The Fuller Brush Co., through more than 15,000 dealers, is adding another 15,000,000 copies of its promotional circular for "Fuller Brush Girl" to the printed matter which its salesmen have already distributed. This raises the total to more than 66,000,000 pieces of advertising which the door-to-door canvassers have distributed since the picture's release. With coverage extending into a majority of homes in all of the 48 states, the film is expected to enjoy a much greater than average number of bookngs, especially in small towns, due to the saturation promotion and cooperation of the Fuller company.

New Yorkers will have an opportunity to enter "The Lemon Drop Kid" guessing contest and help the Damon Runyan Cancer Fund when the picture opens at the Paramount theatre on Broadway tomorrow. The old guessing game is dressed up; this time it is how many lemon drops are contained in a giant Easter Egg. The picture will receive Coronet *magazine's accolade in May as "The Best Picture of the Month." A mutually-beneficial tieup with Royal Deserts for "Lemon Drop Kid" will begin on March* 24 *over four major networks. In addition, spots will be used on* 154 *network stations, with a total of about* 4,000 *breaks for the promotion.*

•

Warner Brothers and Columbia Records have arranged one of the most complete promotional tieups in recent years for the benefit of the new Technicolor musical, "Lullaby of Broadway." Promotion on a saturation basis from Coast to Coast will reach all Columbia dealers with special screenings for the music trade in every major town. Warner's entire disc jockey list will be supplied with the title tune, and Warner's field exploitation staff will distribute special material to effect cooperation with theatre managers at the point of sale. Columbia is printing 36 by 36 blowups for window and floor displays, as well as miniature cut-outs for counters, booths and music outlets.

•

National Screen Service offers something new in framed "Displayaways"—a group of five differently framed and showmanized *displays, calculated to "turn people into patrons." Attractive frames hold standard NSS advertising forms, with a place for theatre and playdates, for use in showwindows, on store counters and in hotel lobbies and transportation terminals. An innovation is "away from the theatre" showmanship that is expected to pay off at the box office.*

•

The musical score from "Alice in Wonderland" was heard for the first time Sunday evening over the CBS radio and television networks. By special arrangement with Walt Disney, song hits from the film will be featured on the Carnation show over 165 CBS stations and the facilities of the Canadian Broadcasting System. Making its television bow the same night, the score was telecast on the Fred Waring show over the entire CBS-TV network. Walt Disney appeared in person and introduced Kathy Beaumont, the "voice" of Alice in the picture. Fred Waring's setting for the production included backgrounds designed by Mary Blair, one of the top Disney artists.—WALTER BROOKS

Film Ads Draw Fire of British Censors; Clean-Up Is Asked by Ad-Publicity Men

London, March 19.—The trade here has been asked by A. T. L. Watkins, secretary of the British Board of Films Censors, to clean up certain allegedly undesirable posters.

At a meeting with advertising-publicity men he produced examples of what he termed offensive advertising that had provoked newspaper and child-welfare societies' criticism. Watkins said the trade did itself no good in descending to such advertising methods.

Some of the matter objected to came from the U. S. and, it is understood, the British Censor's Board has been in touch with the Production Code Administration concerning it. The ad-publicity men will discuss the subject with their companies and it will be taken up also by the Censorship Consultative Committee, on which all sections of the industry are represented. Most of the posters objected to showed sordid or brutal scenes and characters.

British Film Loan Leads to Charges

LONDON, March 19.—J. H. Lawrie, head of the government's Film Finance Corp., is being charged by Northern exhibitors with attempting to dictate public film tastes.

The government corporation made a loan of £60,000 to John Blakeley's Mancunian Film Corp., which produces low-cost, robust comedies popular with Northern exhibitors but which are not shown in the South of England. Blakeley said the government corporation has demanded full repayment of the £30,000 outstanding on the loan, or the appointment of receivers. Lawrie is credited with having said that if he had known the kind of pictures Blakeley makes he would not have made the advance to him.

First Exchange in Columbus in 15 Years

COLUMBUS, O., March 19.—The first film exchange to operate here in 15 years has been opened by Lee J. Hofheimer and Al Sugarman, of H. and S. Theatres, operating the World, Avondale, Little, Indianola and Champion. The firm, which has the Central Ohio rights to Realart reissues, has been named the Motion Picture Sales Organization.

The last exchange here was Paramount's, which was absorbed by the Cleveland and Cincinnati branches.

Mayor Revokes Bingo Licenses in Cleveland

CLEVELAND, March 19. — Mayor Burke has ordered the 39 city bingo licenses revoked and operations discontinued, following the Ohio Supreme Court's decision upholding the illegality ruling of two lower courts.

However, because the suit was not heard by the State Supreme Court on its merit, the decision effects only the Eighth Appellate District (Cuyahoga County).

Holt to Film in Colorado

SALT LAKE CITY, March 19.—Hollywood Producer Nat Holt, his associate, Harry Templeton, and Harry Davis, Liaison representative in production, were here to discuss plans for making "Royal Gorge," based on the history of the Denver and Rio Grande Western Railroad. The picture will be made at the Royal Gorge in Colorado.

Delays Drive-in Bow

CHICAGO, March 19.—The Double Drive-in, scheduled to open last Friday along with four other Chicago area outdoor theatres, has postponed its opening until a later date.

RKO to Stress Three Exploitation Films

Three "exploitation specials" set by RKO Radio for release one each in April, May, and June will be given extensive campaigns based on maximum use of publicity, advertising, and local showmanship, it was announced here yesterday by Robert Mochrie, sales vice-president.

The campaigns, which will be coordinated by S. Barret McCormick, director of advertising; Terry Turner, exploitation director, and Don Prince, Eastern publicity director, will cover Howard Hawks' "The Thing," to be released in April; "Tokyo File 212," which was produced in Japan, to be released in May, and "Jungle Headquarters," produced by Sol Lesser, which will be released in June.

Asks Relief from Photographic Excise

WASHINGTON, March 19.—E. S. Lindfors, vice-president of Bell and Howell Co., has asked the House Ways and Means Committee for more equitable tax treatment for photographic manufacturers.

Speaking on behalf of the National Association of Photographic Manufacturers, Lindfors stressed the role of the industry in the defense program. He recalled that the Committee had received proposals from other witnesses for a broad manufacturers or retail sales tax, and said that if the Committee adopted such a scheme, it should reduce the 25 per cent photographic tax to the rate levied in the broad tax.

Illinois Drive-in Suit Settled, Dismissed

CHICAGO, March 19.—Federal Judge Michael Igoe today dismissed the Grays Lake Outdoor Theatre case against major distributors, Balaban and Katz, Great States Theatres and A. J. B. Theatres on agreement by both sides. The settlement terms were not announced. The case has been in and out of the courts many times since it was filed on May 26, 1949.

The plaintiffs claimed the defendants conspired to keep first-run product out of its drive-in in the Waukegan area. Since the case was filed, the drive-in has been getting product one week after it leaves Waukegan.

Sue Over Coast Property

LOS ANGELES, March 19.—Fox West Coast and 20th Century-Fox have been named defendants in a suit filed in U. S. District Court here by Selma Steiner, owner of the Larchmont Theatre, who charges that Fox West Coast and other defendants violated anti-trust laws by obtaining a long-term lease on the Larchmont running to 1962, at "a grossly inequitable low rental."

Special 'Arms' Bow

WASHINGTON, March 19.—A special showing of March of Time's "Modern Arms and Free Men," will be held Wednesday for top government officials and the press at the Carnegie Institution of Washington. Sponsored by the Committee on the Present Danger, the showing will also be attended by Richard de Rochemont. March of Time producer; D. Y. Bradshaw, associate producer, and Phil Williams and Marjorie Harker, MOT.

N.Y. Grosses

(*Continued from page* 1)

Hall, where a second week of "Royal Wedding" and Leon Leonidoff's Easter stage show is expected to almost match the first week's take of $143,000. $140,000 is the estimate, a splendid figure.

The Roxy brought in "Bird of Paradise" for its Easter bill, with Tony Martin, and the first week looks like a pleasant $82,000 gross. Another opener, "Inside Straight," at the Capitol, is having a good first week, with about $38,000.

Banner business is still being chalked up at the Strand where "Storm Warning," with Josephine Baker on the stage, is expected to top $50,000 for the third consecutive week. The bill will be held over Easter weekend, with "Lullaby of Broadway" opening there on Monday.

"Molly," at the Paramount, is holding up fairly well, with $45,000 expected in a second week, following a mild first week's gross of $50,000. "The Lemon Drop Kid," with Billy Eckstine on stage, will open there tomorrow.

The only new pictures at straight film-policy houses are "Gambling House," which looks like a satisfactory first week's gross of $15,000 at the Mayfair, and "The Groom Wore Spurs" at the Criterion, where a mild $15,000 is estimated for a 10-day run. The picture will bow out there on Thursday to make way for a special Easter film, "The Prince of Peace."

At the Astor, "14 Hours" is expected to take in a healthy $20,000 for its second week; the first week missed its estimated $25,000 by about $3,000. "Born Yesterday" at the Victoria is expected to take in about $18,000, excellent for a 13th week.

"Tomahawk" is winding up a good five-week run at Loew's State with about $14,000 due for the final stanza. "Up Front" will open there on Saturday. At the Rivoli, "The 13th Letter" will close on Friday after a modest four-week stand; about $9,000 is due in the last week. "Rawhide" will open there on Saturday. "No Orchids for Miss Blandish" is beginning to limp at the Globe with under $10,000 due for a fourth week, but it will hold.

"Cyrano de Bergerac" is still strong at the Bijou, with about $7,500 due for the 19th week of a two-a-day run. "Trio" at the Sutton will take in about $4,000 in its 24th week; good enough considering the length of the run.

Chicago Business

(*Continued from page* 1)

well with "Royal Wedding" and a stage show, while "Born Yesterday," "Cyrano De Bergerac," "Three Guys Named Mike," "The Mudlark" and "Bitter Rice" all did nicely.

The surprise box-office performance was a revival of "Dodge City" and "Virginia City" at the United Artists; the pair did exceptionally good business.

The four drive-in theatres which opened on Friday all reported good business. Ralph Smitha, Essaness general manager, said the circuit was "very well pleased" with attendance at the Harlem Avenue Drive-in. On Friday and Saturday nights all 1,100 auto spaces were filled. Sunday business fell off considerably, however, because of cold weather.

The other three drive-ins which also opened on Friday did not do as well as the Harlem, but they did better business than anticipated considering the weather and the early seasonal openings.

Review

"Golden Salamander"

(*Rank—Eagle Lion Classics*)

LIKE most British pictures "Golden Salamander" is deft in characterization and leisurely in pace. Shot on location in North Africa, the film has some excellent camerawork and local color. Otherwise it is a mystery melodrama cut from a standard stencil.

The story has Trevor Howard, a British archaeologist, sent to North Africa to supervise a collection of salvaged antiques. En route he chances to witness a gun-running incident outside the village of his destination. At first Howard chooses to ignore the incident and safely mind his own business. However the activities of the illegal gun smugglers soon affect Howard. Drawing guidance from an inscription at the base of an antique salamander—"Not by ignoring evil does one overcome it, but by going out to meet it."—Howard sets out to overcome the evil. There follow a series of incidents in which Howard is captured by the gang, escapes, and has a long and nerve-wracking flight to freedom.

There is a quality of pristine charm to Anouk as the girl who becomes involved, romantically and adventurously, with Howard's melodramatic experiences. As the mastermind of evil who finally gets his due, Herbert Lom plays his role with suavity. Howard, in the focal role, is a persuasive performer.

A J. Arthur Rank film, it was produced by Alexander Galperson and directed by Ronald Neame, from the screenplay by Lesley Storm, Victor Canning and Neame.

Running time, 94 minutes. General audience classification. March release.

MANDEL HERBSTMAN

O'Dwyer Stars

(*Continued from page* 1)

RKO's Fordham in the Bronx had scheduled a showing yesterday, but technical difficulties made it impossible. Fabian's Palace showed excerpts, with the telecast sent to Albany over telephone wires.

Century hailed its free show at the Marine and Queens a huge success, with the two large crowds attentive and orderly. Favorable comment on theatre TV as compared to home sets was the rule, a spokesman said. At the Queens, a neighborhood diner cooperated by serving coffee and sandwiches, "on the house," during the noon recess.

Century will repeat its all-day, free-of-charge showing of the hearings again today, but the other theatres have not definitely scheduled the telecasts. The importance of today's hearings will determine whether or not excerpts will be shown, it was, said. If interest warrants, the RKO Fordham will also put its theatre TV equipment to work, a spokesman said.

Canadian Board Gets Budget Hike

OTTAWA, March 19.—The Canadian government has revealed in Parliament that estimated expenditures for the National Film Board in 1951-52 will reach $2,602,666, compared with $2,295,141 in 1950-51. However, the budget for the Canadian Broadcasting Corp., which has jurisdiction over television, will be cut to $1,928,600, against $3,292,361 in 1950-51.

The appropriation vote for Canadian Broadcasting gives rise to the belief that Parliament has clamped down on the government radio agency for TV development because of defense requirements.

Broun Tops Film Unit

Myron L. Broun, vice-president of The Demby Co., will head the newly-created motion picture department of that New York agency.

Para. 'Edits'

(*Continued from page* 1)

condensation of considerable previous testimony, it was said. Similarly, the two excerpts shown last night were edited to bring out the highlights of the day's hearings.

In order to prepare the 45 minutes of theatre televised hearings shown, approximately three times that length of time was actually picked up by the theatre equipment, the spokesman said.

Other theatres in the Metropolitan area televising the hearings are equipped with RCA "instantaneous" equipment and that part of the hearings actually on the air while the theatre program is on is used. Paramount feels that its intermediate system allows a selectivity in the choice of material through editing that enables the theatre to miss the routine parts of the proceedings.

Yesterday's noon theatre telecast was praised by Robert Shapiro, Paramount Theatre manager, for its "spontaneity." "Our audiences always respond warmly to theatre television because of its dramatic freshness," he said.

ELC Meeting

(*Continued from page* 1)

were the topics discussed by these executives.

The Midwestern division will have its turn to meet here tomorrow and Thursday, the Southern division will be on hand on Friday and Saturday, and the Western division will have its sessions next Tuesday and Wednesday.

$18,830 for 'Dimes'

ATLANTA, March 19.—William Jenkins, Georgia Theatre Co. president, has turned over $18,830 to the Georgia Chapter of the National Foundation for Infantile Paralysis. The amount represents audience collections by theatres in the area in the 1951 "March of Dimes" drive.

Arthur Producing Shorts

George K. Arthur is producing a series of five short features here for theatrical release. The first of these is "Goodbye My Love." It was shot on location at Nassau in the Bahamas.

'Alice' on Television In Black-and-White

Sunday night's first telecast of scenes from Walt Disney's forthcoming Technicolor production of "Alice in Wonderland," on Fred Waring's top-spot General Electric program over CBS, gave an ideal example of the marked technical difference between the TV screen and the theatre screen as purveyors of motion picture entertainment to the public.

Waring's highly-esteemed musical organization gave a splendid rendition of several highlights from the score of Disney's production, but the cartoon sequences in black-and-white which accompanied them pointed acutely to the technical limitation of television's public film presentations in the present state of that media in its bid for public attention. A Disney spectacle in black-and-white on television's screen is mighty flat when compared with a Disney spectacle in color on a theatre screen.

J. P. C.

Legion Reviews 8; One Listed Class 'C'

Eight additional films have been reviewed by the National Legion of Decency, which placed one in Class C, two in Class B, and the remainder in Class A.

"The Lovers of Verona," (French), Souvaine Selective Picture, Inc. was condemned. Those in Class B include "M," Columbia, and "Smuggler's Island," Universal-International. Those in Class A, section two, include "Cavalry Scout," Monogram; "I Can Get It for You Wholesale," 20th Century-Fox, "Soldiers Three," M-G-M, and "Tales of Hoffman," (British), London Film Product, Inc. "Sons of New Mexico," Columbia, was given a Class A, section one, classification.

Salesmen's Union

(*Continued from page* 1)

counsel, declined to say how much above the ESA-allowed 10 per cent the union is seeking. He explained, however, that it will be necessary for the distributors and the union to appeal jointly to ESA for the additional percentage if there is agreement between both sides on that point. He said an increased on-the-road expense allowance also has been proposed by the Colosseum.

Others in the Industry Negotiating Committee are Clarence Hill, 20th-Fox; Henry Kaufman, Columbia; Charles O'Brien, Loew's; Joseph McMahon, Republic; A. A. Shubart, RKO; Tom Murray, Universal; Arthur Israel, Paramount. Colosseum negotiators include Harris B. Winn, union president; N. Provencher, secretary, and the following district representatives: Floyd Klingensmith, Eastern; Grady James, Southern; Reville Kniffin, Western; Paul Fine, Central, and Harold Zeltner, Midwest.

Paul A. Vogt, 54

BUFFALO, March 19.—Paul A. Vogt, 54, secretary-treasurer of Local No. 10, IATSE, and a staff member at Shea's Buffalo, died in the Veterans Hospital here after an illness of seven weeks.

20th-Fox

(Continued from page 1)

color production, starring George Montgomery and Paula Corday and directed by Maurice Geraghty; "Lucky Nick Cain," a Kaydor production starring George Raft and Coleen Gray and directed by Joe Newman, and "Of Men and Music," concert film produced by Rudolph Polk and Bernard Luber, directed by Irving Reis, and featuring Jascha Heifetz, Artur Rubinstein, Jan Peerce, Nadine Conner, Dimitri Mitropoulos and the New York Philharmonic.

Slated to go to theatres in April are: "You're in the Navy Now," starring Gary Cooper and Jane Greer, directed by Henry Hathaway and produced by Fred Kohlmar; "I Can Get It for You Wholesale," starring Susan Hayward, Dan Dailey and George Sanders, and directed by Michael Gordon for producer Sol C. Siegel, and "Follow the Sun," starring Glenn Ford and Anne Baxter, directed by Sidney Lanfield and produced by Samuel G. Engel.

May releases are: "Fourteen Hours," directed by Henry Hathaway for producer Sol C. Siegel, with Paul Douglas, Richard Basehart and Barbara Bel Geddes; "Rawhide," starring Tyrone Power and Susan Hayward, directed by Henry Hathaway and produced by Samuel G. Engel, and "On the Riviera," Technicolor musical starring Danny Kaye, Gene Tierney and Corinne Calvet, and directed by Walter Lang for producer Sol C. Siegel.

June Releases

June releases include: "Half Angel," in Technicolor, co-starring Joseph Cotten and Loretta Young, directed by Richard Sale and produced by Julian Blaustein; "House on Telegraph Hill," which stars Richard Basehart, Valentina Cortesa and William Lundigan, was directed by Robert Wise for producer Robert Bassler, and "Just One More Chance," starring Paul Douglas, Linda Darnell and Joan Bennett, directed by Joe Newman and produced by Julian Blaustein.

For release in July are: "Will You Love Me in December?", produced by Lamar Trotti and directed by Harmon Jones, with Monty Woolley, Thelma Ritter, David Wayne and Jean Peters; "No Highway," starring James Stewart and Marlene Dietrich, directed by Henry Koster for producer Louis D. Lighton, and "The Frogmen," starring Richard Widmark, Dana Andrews and Gary Merrill, directed by Lloyd Bacon and produced by Samuel G. Engel.

In August will be "The Secret of Convict Lake," which stars Glenn Ford, Gene Tierney, Zachary Scott and Ethel Barrymore, directed by Michael Gordon for producer Frank Rosenberg; "Take Care of My Little Girl," Technicolor film directed by Jean Negulesco, produced by Julian Blaustein and starring Jeanne Crain, and "Decision Before Dawn," directed by Anatole Litvak and produced by Litvak and Frank McCarthy, with Richard Basehart, Gary Merrill, Oskar Werner and Hildegarde Neff starred.

William Wilson Elected

OTTAWA, March 19.—William H. Wilson has been elected president of the Edmonton Theatres Association in Alberta.

Myers on Arbitration

(Continued from page 1)

would be advisable to hold an all-industry conference at which it could be determined whether or not a system of arbitration might work. After conferring they decided it was desirable to continue taking steps toward the establishment of such a system. The distribution heads could not envisage a successful effort, however, without Allied's participation.

That meeting selected William F. Rodgers, M-G-M distribution vice-president, to act as a go-between in an endeavor to bring Allied into a conference on arbitration. It is expected that Myers will determine from the discussions which he will hold in New York whether it would be advisable for Allied to sit in on any such conference. It is regarded as doubtful that a conference on arbitration would be called if Allied should indicate it would not participate in a meeting of that sort. Hence, whether or not an all-industry conference will be called hinges directly on the result of the forthcoming meetings between Myers and the attorneys for the companies.

Some company attorneys are said to see advantages in an all-industry system of arbitration. Others are known to be opposed to the establishment of such a system. Myers has been an outspoken disparager of systems of arbitration as such.

Ever since their meeting with distribution executives, TOA officials have sought to take the TOA label off the proposal in behalf of an arbitration system. They have indicated they believe the proposal should rightfully be identified as coming from "exhibition" and not from any single exhibitor organization.

Other exhibitor organizations have campaigned in behalf of arbitration, among them the Pacific Coast Conference of Independent Theatre Owners and the New York Independent Theatre Owners Association.

Myers will report on his New York meetings to the Allied board at a meeting scheduled for May 13-14 in Kansas City.

Arbitration System High On TOA Board Meeting Agenda

WASHINGTON, March 19.—"Everything possible to work up some sort of industry arbitration system" will head the agenda for the April 4 board meeting of Theatre Owners of America, Gael Sullivan, TOA executive director, reported here today. He is expected to return to his New York headquarters by Thursday.

Other agenda items, Sullivan said, will include formal ratification of the new Council of Motion Picture Organizations set-up; acceptance by TOA of COMPO's exhibitor seminars in Hollywood; discussion of plans for the TOA convention in New York in the fall; the proposal for a motion picture industry exposition in Grand Central Palace, New York, and the ruling of the Bureau of Internal Revenue on drive-in admissions.

To Meet on Rentals

COLUMBUS, O., March 19.—Ohio exhibitors have been urged to attend a protest luncheon-meeting at which "high rentals" for films will be No. 1 on the agenda. The meeting is scheduled for Thursday, March 29, at the Deshler-Wallick Hotel.

Theatres Picketed for 'High' Admissions

Cincinnati, March 19. — Protesting high admission prices charged by theatres in Morgantown, W. Va., students of West Virginia University have inaugurated a "Don't Go to the Theatre Week." Supported by student boycott of theatres, it is charged that admissions are higher than in other communities of comparable size, and are "beyond the normal means of the average student." Students have been picketing the theatres.

NEWS in Brief . . .

PHONEVISION and its possible application to Canadian television is the subject of conferences now being held in Chicago between E. F. McDonald, Jr., president of Zenith Radio Corp., R. H. Cairns, broadcast engineer from the telecommunications division of the Canadian Department of Transport, and Andre Ouimet, Canadian Broadcasting's assistant director of television for Montreal.

•

Albany, N. Y., March 19.—Harry Goldberg, director of advertising and exploitation for Warner Theatres, will address a meeting of Warner Upstate managers in Syracuse on Wednesday. Zone manager Charles A. Smakwitz will preside.

•

NEW ORLEANS, March 19.—An order temporarily halting the opening of a motion picture theatre on 2201 Hibernia Street due to a dispute over a building permit has been issued by Judge Walter B. Hamlin.

•

HOLLYWOOD, March 19. — Eddie Bracken, who stars in RKO Pictures' "Two Tickets to Broadway," will start immediate construction of a television studio with two sound stages to house his expanding Bracken Productions, television program producers, it was announced.

•

MINNEAPOLIS, March 19. — The board of directors of North Central Allied, will meet here tomorrow to discuss plans for the association's annual spring convention. The date was set to enable out-of-town board members to engage in a double bill program, the board meeting and dedication ceremonies of the local Variety Heart Hospital.

•

ATLANTA, March 19. — Producers were urged to film more pictures in Georgia in a resolution adopted by the Theatre Owners and Operators of Georgia at their annual meeting here last week.

•

PHILADELPHIA, March 19.—A special edition of the "Queen for a Day" radio show will be part of the entertainment planned for the convention of International Variety Clubs, May 8-12, Victor H. Blanc, general chairman, announces.

Coming Events

March 20-21—Columbia sales meetings, Hotel Warwick, New York.
March 20-27—Eagle Lion Classics divisional sales meetings at the home office, New York.
March 21—Atlantic Coast section of the Society of Motion Picture and Television Engineers meeting, Wilkie Memorial Building, New York.
March 21—Metropolitan Motion Picture Theatres Association meeting, St. Moritz Hotel, New York.
March 22—Ascap announcement of annual board of directors election results.
March 25-27 — Theatre Owners of Oklahoma annual convention, Biltmore Hotel, Oklahoma City.
March 26—Motion Picture Association of America, annual meeting.
March 27—Ascap annual meeting, Waldorf-Astoria Hotel, New York.
March 28—United Jewish Appeal executive committee of the amusement division meeting, Hotel Astor, New York.
March 28—Associated Motion Picture Advertisers trade press testimonial luncheon, Hotel Piccadilly, New York.
March 28—Cinema Stamp Collectors meeting, Hotel Astor, New York.
March 29—Academy of Motion Picture Arts and Sciences 23rd annual presentation of awards, RKO Pantages Theatre, Hollywood.
April 4-6 — Theatre Owners of America board of directors meeting, Hotel Mayflower, Washington.
April 5-6—National Board of Review of Motion Pictures annual conference, Hotel McAlpin, New York.
April 10-11 — Allied-Independent Theatre Owners of Iowa-Nebraska annual convention, Savery Hotel, Des Moines.

Gophers Oppose TV Sports Legislation

ST. PAUL, March 19.—University of Minnesota officials have asked the senate university committee to reject a resolution asking that university athletic events be televised.

Asserting that attendance at athletic events in areas where they are televised has dropped 50 per cent, university officials urged the legislators to "leave us alone, and we will work out this problem ourselves."

SCTOA & COMPO

(Continued from page 1)

the California action will keep them from ratifying now," Sullivan said. "Not one single person in the California unit was for COMPO and I had to plead with them to get them to defer action instead of voting it down."

On April 3, in accordance with arrangements made here by Sullivan, a committee of SCTOA will meet with Assistant Attorney General Graham Morison to discuss a proposed new zoning and clearance schedule for the Los Angeles area along with the establishment of an arbitration system there.



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- –Nominated for Academy Award
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- –San Francisco Film Critics
- –N. Y. Newspaper Guild
- –London Daily Telegraph
- –Saturday Review of Literature
- –A. P. Hollywood Correspondents Poll
- –CBS Public Poll



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O'Dwyer Stars On 5 Theatre TV Screens

Marine, Queens Carry Full Day's Hearings

As the Senate Crime Investigating Committee's hearings at the Federal Building here reached a climax with the appearance yesterday of former Mayor O'Dwyer, two more theatres, the New York Paramount and Fabian's Palace in Albany, screened excerpts of the testimony on their theatre TV screens.

Century circuit's Marine in Brooklyn and Queens in Queens, which last week screened spots of the hearing, yesterday opened their doors at 9:45 A.M. and admitted audiences free of charge to a full day's performance of the hearings. Fabian's Brooklyn Fox, which also has been screening excerpts at the "break" between features in the afternoon, yesterday gave an obvisouly enthusiastic audience more than a full hour, from 11 A.M. to shortly after noon. It was described as the biggest hit yet on television.

(*Continued on page* 5)

Para. 'Edits' Senate Show

The televised hearings of the Senate Crime Investigating Committee shown on the screen at the New York Paramount yesterday were the "highlights" of the actual testimony, edited from more complete coverage, it was pointed out yesterday by a Paramount spokesman.

Paramount's theatre TV system records the telecast images on film which is then projected. Thus the testimony of Ambassador O'Dwyer, presented at the theatre from 12:15 P.M. to 12:30 P.M., represented a

(*Continued on page* 5)

Senate Probe Show Hits N. Y. Grosses

The Senate crime committee's free show here on television is providing hefty daytime competition for local theatres, even Broadway's first-runs, and this week's grosses have suffered somewhat as a result. Public interest reached its peak yesterday but, with the hearings closing today and the Lenten season ending Saturday, an upsurge at the box-offices is expected.

The best showing is at the Music

(*Continued on page* 5)

Smith Lists 20 from 20th For 6 Months

Twenty productions will be released by 20th Century-Fox in the next six months, it was announced here yesterday by Andy W. Smith, Jr., sales vice-president.

Five of the films will be in Technicolor and one in Supercinecolor. Two of the pictures will be "outside" independent productions.

Included in this line-up of spring and summer releases is Darryl F. Zanuck's personal production, "David and Bathsheba," in Technicolor, starring Gregory Peck and Susan Hayward, and directed by Henry King. "David and Bathsheba" will play its first engagements in late August.

Released this month are: "Bird of Paradise," Technicolor film starring Louis Jordan, Debra Paget and Jeff Chandler, and directed by Delmer Daves for associate producer Harmon Jones; "The Sword of Monte Cristo," an Edward L. Alperson Supercine-

(*Continued on page* 6)

Chicago Business Shows Upswing

CHICAGO, March 19.—The Lenten season has been keeping Chicago box-office receipts down, although business over the past weekend reached closer to normal than it has in a month.

The biggest thing in the Loop was a combination of "Call Me Mister" and Dick Contino in person at the Chicago. B. and K. officials are expecting a $50,000 opening week which would be the best at this house in about six weeks. The Oriental did

(*Continued on page* 5)

Colosseum Bids for 10%—Plus Boost

Wage increases extending beyond the 10 per cent hike allowed generally by the Economic Stabilization Administration were proposed yesterday for the country's 1,000 film salesmen by their union, the Colosseum of Motion Picture Salesmen of America.

Colosseum negotiators met at the Hotel Astor here with the Industry Negotiating Committee headed by Bernard Goodman of Warner Brothers. The two groups are expected to meet daily throughout this week, and if an agreement is not reached by Saturday another city will be selected as a negotiations site.

David Beznor, Colosseum general

(*Continued on page* 5)

MYERS TO NY FOR ARBITRATION MEET

Fears Slow-Down Of COMPO Okays By TOA Units

WASHINGTON, March 19. — Gael Sullivan, executive director of Theatre Owners of America, said here today that he feared the action of the Southern California Theatre Owners Association in deferring approval of the new governing structure for COMPO would slow down still further ratifications by other TOA units as yet uncommitted.

Some nine out of TOA's 28 regionals have ratified so far. When the COMPO directors voted the change a few months ago after TOA had voiced objection to the existing set-up, it was expected that virtually all TOA units would have ratified by this time.

"A lot have been on the fence and

(*Continued on page* 6)

MacMillen, Kranze Address ELC Meet

William C. MacMillen, Jr., president of Eagle Lion Classics; Bernard G. Kranze, distribution vice-president; Milton E. Cohen, general sales manager; David Malamed, treasurer, and Joseph Sugar, assistant to Kranze, yesterday addressed the first days' meeting of the two-day sales conference for the Eastern division being held in New York.

Sales policy on new product and current product and its liquidation

(*Continued on page* 5)

Skouras Deposition Off Until April

Spyros P. Skouras' deposition in the Samuel Goldwyn Productions antitrust suit brought against Fox West Coast and others, tentatively set for today, has been postponed. The time and place will be arranged by mutual agreement between Joseph Alioto, Goldwyn attorney, and the 20th Century-Fox president.

Both Charles P. Skouras, National Theatres president, and George P. Skouras, president of United Artists Theatres Circuit, have given depositions, as have other Fox West Coast executives. It is expected that Spyros Skouras will give his pre-trial testimoney during April, either here or on the Coast.

Expected Here in About 10 Days to Confer With Distribution Attorneys

Abram F. Myers, general counsel of Allied States Association, is expected to be in New York from Washington in about 10 days, perhaps sooner, to meet with distribution attorneys individually for an "exploration" of possibilities in connection with the proposal that the industry adopt a system of aribitration.

Myers wrote recently to the presidents of the distribution companies indicating that he would be glad to discuss the subject. He was authorized to enter into the discussions by the Allied board meeting in Washington last month.

Some months ago distribution presidents, sales chiefs and attorneys for the film companies met in New York with officials of the Theatre Owners of America to decide whether it

(*Continued on page* 6)

Para. Remaps Ad Operation

HOLLYWOOD, March 19.—The Paramount studio and home office publicity-advertising departments will function as a single unit in close adherence to a promotional pattern worked out during the past five days, Jerry Pickman, acting national director of advertising-publicity, told the press at the studio today.

Voicing optimism regarding box-office conditions and prospects, Pickman said, "Our problems are not different than they ever were. Television, our figures show, does not account

(*Continued on page* 4)

Loew's, U. S. Decree Talks Intensified

WASHINGTON, March 19.—Intensive consent decree negotiations by Loew's got under way here today, with three top company officials conferring with Justice Department representatives. The three were: Nicholas Schenck, J. Robert Rubin and Benjamin Melniker.

Justice officials said it was possible that another session might be held later in the week, and that talks would be "fairly frequent" from now on.

(*Continued on page* 4)

U. K. Theatre Tax Cut Unlikely: Eady

LONDON, March 19.—British exhibitors can expect no reduction of the entertainment tax this year, Sir Wilfrid Eady, second secretary to the Treasury, told exhibitor representatives who discussed the subject with him here.

Though he offered no encouragement, stating that the government is looking for sources of increased revenue for the rearmament program, Sir Wilfrid promised to see Cinematograph Exhibitors Association leaders again before the Treasury presents its new budget on April 10.

Harry Mears, new CEA president, said he would continue his campaign for a tax reduction for small exhibitors. He is preparing a proposal which would reduce the tax on the cheapest admissions and increase it on the highest, thus giving relief to the small theatre while maintaining the proportion paid to the Treasury.

Ask US Decree Ban For Private Suits

WASHINGTON, March 19.—Eight major distributors told a U. S. District Court here today that the various court judgments and decrees growing out of the government anti-trust suit should not be admitted as evidence in any private anti-trust suit brought against them by exhibitors unless the decrees had an absolutely direct bearing on the facts in the private suit.

They took this stand in filing a lengthy opinion requested by Judge Tamm on the grounds for their motion to strike from the record in an anti-trust case brought against them by Leonard Lea, of Danville, Va., all reference to the government suit and the decrees that grew out of it. The distributor motion said all these references are "immaterial to the issues involved and contain scandalous, impertinent and prejudicial material."

Brookside Lawyers Get $150,000 Fee

KANSAS CITY, March 19.—A fee of $150,000 to the three lawyers who represented the Brookside Theatre Corp. in its damage suit against nine film companies was awarded by Federal Judge Richard M. Duncan here.

The lawyers, William G. Boatright, Arthur C. Popham, Sr., and Nick C. Spanos, had asked for $250,000, plus expenses.

End Tenn. Rental Tax

NASHVILLE, March 19.—The state legislature has passed an act relieving film rentals of the two per cent sales tax which has been paid for the past four years. Proponents of the measure based their release claims on the fact that rentals were already paying the state's gross receipts tax.

Westrex Sells to U. S.

The U. S. Signal Corps has acquired 14 Western Electric-type 235D newsreel recording systems from the Westrex Corp., New York.

Personal Mention

SPYROS P. SKOURAS, 20th Century-Fox president, has returned to New York from the Coast.

•

MORT FREEDGOOD, Paramount publicist, will have another book published, "The Man in Question," by Doubleday later this year under his pen name of John Godey.

•

LEO WILDER, Warner Brothers' publicist here, and MRS. WILDER announce the birth of a boy, ROBERT MICHAEL, their second child, on Friday at the French Hospital.

•

ROBERT GOELET, producer, J. FEFEBRE, of 20th Century-Fox, and MRS. FEFEBRE are to leave here today aboard the *S.S. Queen Elizabeth* for Europe.

•

CLIFF GEISSMAN, Oakland, Cal., district manager for Blumenfeld Theatres, announces his resignation effective April 4.

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H. M. RICHEY, assistant to WILLIAM F. RODGERS of M-G-M, returned here yesterday from a Florida vacation.

•

AL LICHTMAN, 20th Century-Fox vice-president, is due here today from the Coast.

JOSEPH HAZEN, president of Hal Wallis Productions, headed for Florida for a two-week vacation following his return here at the weekend from the Coast.

•

EMERIC PRESSBURGER, MICHAEL POWELL, producers, KENNETH HARGREAVES, director of 20th Century-Fox Film Co., Ltd., and P. F. LEAHY, producer for Walt Disney, arrived here yesterday from Europe aboard the *S.S. Queen Elizabeth.*

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CARROLL PUCIATO, Realart's general manager in charge of exchange operations, has returned from a two week tour of Midwest exchanges.

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EMANUEL SILVERSTONE, 20th Century-Fox foreign executive, is due to arrive here today from South Africa.

•

SIDNEY KRAMER, short subjects sales manager for RKO Pictures, is slated to leave here today for Atlanta.

•

MONTAGUE SALMON, managing director of the Rivoli, has returned here from a Hollywood vacation.

•

HALSEY RAINES of M-G-M's home office publicity department returned here yesterday from Washington.

'Red' Hearing One Day Only in March

WASHINGTON, March 19.—Present plans for the House Un-American Activities Committee's hearings on Hollywood call for hearings Wednesday, at which the committee will try to hear four witnesses, and then adjourn until early April.

Chairman Wood (D., Ga.) said it was likely the committee would try to develop information about contributions by film industry workers to Communist organizations and also "quite conceivable" that questioning would turn to whether the screen had been used for Communist propaganda. "But we're not trying to smear anybody or any group," he declared.

Steiner Returns to Independent Filming

Joseph Steiner has resigned from the managership of Walter Reade's Park Avenue Theatre here and will re-enter independent production, through the newly-formed Joseph Steiner Enterprises, Inc.

Steiner reported yesterday that he has signed Maxie (Slapsie) Rosenbloom to an exclusive management contract for motion pictures.

Vidicam Demonstration

Vidicam Pictures Corp., television film producers, will hold a press conference and reception here tomorrow to demonstrate its facilities and discuss the Vidicam system of making pictures. Vidicam, with Larry Gordon as president and Alfred Justin as executive vice-president, is a successor to Television Features, Inc.

AFL Janitors Strike on Coast

SAN FRANCISCO, March 19.—AFL janitors have called a strike against 21 San Francisco theatres and 65 others elsewhere in Northern California, but temporarily postponed a threatened walkout in the Fox West Coast chain and several other major houses. There was the possibility that picketed theatres would have to cancel shows because projectionists and other employes would honor the janitors' picket lines.

George Hardy, international vice-president of the Building Employees Union, was to meet with George Bower, general manager of FWC, today regarding an agreement. Similar arrangements were made with other exempted houses.

Canadian MPDA Reelects Lightstone

TORONTO, March 19.—Gordon Lightstone, general manager of Canadian Paramount Pictures, has again been reelected president of the Canadian Motion Picture Distributors Association. Harvey Harnick, sales manager of Columbia Pictures of Canada, was named vice-president for the next 12 months.

Censors for Knox County

KNOXVILLE, Tenn., March 19.—A board of censorship for Knox County, outside of Knoxville, is authorized in a measure passed by the state legislature. Complaints against the showing of certain films by drive-ins outside the city are blamed for the new restrictions.

FCC to Witness Skiatron Tests

The Federal Communications Commission will arrive in New York this morning, to view a demonstration of Subscriber-Vision, the television system developed by Skiatron Electronics and Television Corp., New York.

The FCC will get its first view of the pay-as-you-see system at the WOR-TV transmitter at North Bergen, N. J., from which experimental broadcasts of Subscriber-Vision have been issuing for the past few months with FCC authorization. The Commission will witness a closed-circuit demonstration at the transmitter from 11 to 11:30 A.M.

Following the showing, the Commission will visit the Skiatron laboratories, here to see an over-the-air broadcast of Subscriber-Vision originating from WOR-TV, and which may be seen simultaneously by TV viewers within 60 miles of the WOR-TV transmitter, from 2:30 to 3:00 P.M.

At the Skiatron laboratories members of the Commission will test the operation of Skiatron's decoders with the use of perforated punch-cards, which, it is said, clear up the scrambled image without intervening telephone connections.

Subject to FCC approval, subscribers to the system would pay for the decoding cards, which would be changed periodically. Their subscriptions would allow them to view a group of special programs which would not be available to TV set owners who were not paid subscribers.

Color TV Tops IRE Convention

Color television is dominating the 40th annual convention of the Institute of Radio Engineers, which opened here yesterday, with more than a third of the 32 papers to be delivered dealing with the subject.

The convention, with an exhibit at Grand Central Palace, will run for four days, concluding Thursday. Business meetings and discussion of papers are being held at the Waldorf-Astoria.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
FRED ASTAIRE - JANE POWELL
"ROYAL WEDDING"
Color by TECHNICOLOR
A Metro-Goldwyn-Mayer Picture
plus THE MUSIC HALL'S GREAT EASTER STAGE SHOW

Paramount presents
BOB HOPE
MAXWELL-NOLAN-DARWELL
in DAMON RUNYON'S
The LEMON DROP KID
PARAMOUNT TIMES SQUARE
IN PERSON BILLY ECKSTINE
ALAN KING - BAUL & EVA REYES
EXTRA HUGO WINTERHALTER
HIS ORCHESTRA AND CHORUS
Midnight Feature Nightly

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PARAMOUNT'S BOXOFFICE SPRING...

Watch spring grosses spring up and up, as these four start heading the best boxoffice news from now thru May—and beyond.

"The Mating Season" is the springtime's most talked-about comedy (what they're talking about *most* is Thelma Ritter as Mother of the Groom). And "Samson and Delilah," now in general release, continues to be The Greatest Grosser of Our Time.

Hope's new show, "The Lemon Drop Kid," is funnier Runyon than "Sorrowful Jones." And Ladd, hotter than his own gun since "Branded," is due soon as a U.S. Mail crime fighter in "Appointment With Danger."

All these in Paramount's boxoffice spring . . . followed by a succession of ticket-selling merchandise scheduled for release right thru your Paramount summer.

If it's a Paramount picture, it's the best show in town . . .

Paramount Pictures

National Pre-Selling

SPECIAL pressbooks issued by Mutual Broadcasting System in its 544-station tieup for "The 13th Letter" with 20th Century-Fox, and a similar device issued by National Biscuit Co., to its 3,500 fieldmen in a tieup for Columbia's "Lorna Doone" are indicative of the kind of pre-selling aids which penetrate into other lines for the benefit of the film industry. The exploitation kits are patterned after motion picture practice and are based on showmanship, thus making cooperation with theatre managers at the point of sale the logical and practical thing to do.

•

Universal has mobilized a special exploitation force of 20 fieldmen to help promote the initial openings of Bill Mauldin's "Up Front" which will have its world premiere at Loew's State Theatre in New York next Saturday, and is set to open in more than 500 situations during April. Assignments include Bob Ungerfield in Cincinnati and Indianapolis; Dave Polland in Baltimore and Washington; Julian Bowes, Dallas; Ed Holland, Omaha and Des Moines; Duke Hickey, Pittsburgh; John McGrail, New England; Bob Kaufman, St. Louis; Ben Katz, Chicago, and Cliff Brown in San Francisco. Special assignments go to Bob Wile, "Bucky" Harris, Bill Slater and others of the home office staff.

•

Edward Alperson's "The Sword of Monte Cristo," which will be released this month by 20th Century-Fox, is being boosted by 12,000,000 *teen-agers in a tieup with the "Y-Teen" Clubs of America, who have hundreds of local units throughout the country, under the wing of the Parent-Teachers Association, Chambers of Commerce and civic groups, assuring publicity for the film with schools, libraries and youth groups from Coast to Coast.*

•

A special "Bird of Paradise" newsreel has been made by 20th-Fox-Movietone and will be available to hundreds of leading stores which are introducing fashions and merchandise based on the picture's promotion. The film, which runs five minutes and is offered in 16mm for use away from the theatre, features models wearing the 23 fashion creations inspired by the film, with a commentary by Vyvyan Donner, fashion director for Movietone News. In addition, the regular theatre edition of the newsreel will carry a generous clip of the fashion promotion of thousands of theatres.

•

The Fuller Brush Co., through more than 15,000 dealers, is adding another 15,000,000 copies of its promotional circular for "Fuller Brush Girl" to the printed matter which its salesmen have already distributed. This raises the total to more than 66,000,000 pieces of advertising which the door-to-door canvassers have distributed since the picture's release. With coverage extending into a majority of homes in all of the 48 states, the film is expected to enjoy a much greater than average number of booknqs, especially in small towns, due to the saturation promotion and cooperation of the Fuller company.

—WALTER BROOKS

Film Ads Draw Fire of British Censors; Clean-Up Is Asked by Ad-Publicity Men

London, March 19.—The trade here has been asked by A. T. L. Watkins, secretary of the British Board of Films Censors, to clean up certain allegedly undesirable posters.

At a meeting with advertising-publicity men he produced examples of what he termed offensive advertising that had provoked newspaper and child-welfare societies' criticism. Watkins said the trade did itself no good in descending to such advertising methods.

Some of the matter objected to came from the U. S. and, it is understood, the British Censor's Board has been in touch with the Production Code Administration concerning it. The ad-publicity men will discuss the subject with their companies and it will be taken up also by the Censorship Consultative Committee, on which all sections of the industry are represented. Most of the posters objected to showed sordid or brutal scenes and characters.

Para. Remaps

(*Continued from page* 1)

for more than a two per cent of decline in attendance. But new conditions require new concepts in our advertising and publicity approach to the public. I have no secret formula for making our pictures earn more dollars, and we shall use the same tools show business has always used, but we will try to sharpen them as much as we can and devise new methods for utilizing them."

Pickman continued, "We think it is not enough to just get player names or picture titles into public print. Although that is important, it is more important to use them in news stories that transmit to readers the excitement that sets in at the studio when a picture begins shooting, and builds, or should build, steadily until the picture reaches the public. It is our present audience, and not some lost audience we used to have, that we need to serve fully and faithfully. We shall plan our campaigns with that objective, trying always to make known every genuine reason why the public should want to see our pictures. We shall use every operational trick in our bag, apply every legitimate gimmick, but we shall not misrepresent or double cross our public. Working as one, the home office and studio departments will coordinate every effort as part of an over-all whole with the utmost striking power."

Saturation promotion, coupled with area-saturation bookings, has been extremely successful in an early trial, Pickman said, and will be continued on an expanded scale. He intends to spend one-third of his time in New York, one-third in the field, one-third here. He flies back to New York tomorrow night.

Loew's, U. S. Talk

(*Continued from page* 1)

Meanwhile, it was reported that attorneys for 20th Century-Fox had arrived here in hopes of winding up their negotiations with the Department. The 20th-Fox attorneys were slated to talk with Justice officials tomorrow.

Passes 'Booth' Bill

ALBANY, N. Y., March 19.—A bill authorizing the New York State Board of Standards and Appeals to establish minimum booth standards in promotion of health was passed today by the state senate. The assembly did not act on a companion measure, both of which had been opposed by theatre spokesmen.

GPL Videofilm Bows At Fulton Theatre

PITTSBURGH, March 19.—What is claimed to be the brightest, biggest 16 mm. picture every projected on a motion picture screen was produced here tonight at the world premiere of General Precision Laboratory's videofilm theatre television system at the Fulton Theatre, key house of the Shea circuit.

GPL equipment receives, photographs, develops, and projects the filmed television image to the regular motion picture screen. The continuous process, using economical 16 mm. film, is completed within 60 seconds from the TV action to screen projection.

A near capacity Lenten audience, despite bad weather, witnessed the finals of the Golden Gloves tournament telecast by a special installed coaxial cable direct from New York's Madison Square Garden.

Last minute arrangements succeeded in bringing to the premiere an eyewitness TV view of the special meeting of the Senate Crime Investigating Committee. The fifteen minute crime feature preceded the climax of the boxing tourney.

Special out-of-town visitors to the premiere included: Gerald Shea, Andrew Grainger and Carroll Lawler of the Shea circuit; Nathan Halpern, theatre television consultant; J. Rabinovitz, United Paramount Theatres; and Blair Foulds of GPL.

British Film Loan Leads to Charges

LONDON, March 19.—J. H. Lawrie, head of the government's Film Finance Corp., is being charged by Northern exhibitors with attempting to dictate public film tastes.

The government corporation made a loan of £60,000 to John Blakeley's Mancunian Film Corp., which produces low-cost, robust comedies popular with Northern exhibitors but which are not shown in the South of England. Blakeley said the government corporation has demanded full repayment of the £30,000 outstanding on the loan, or the appointment of receivers. Lawrie is credited with having said that if he had known the kind of pictures Blakeley makes he would not have made the advance to him.

Delays Drive-in Bow

CHICAGO, March 19.—The Double Drive-in, scheduled to open last Friday along with four other Chicago area outdoor theatres, has postponed its opening until a later date.

RKO to Stress Three Exploitation Films

Three "exploitation specials" set by RKO Radio for release one each in April, May, and June will be given extensive campaigns based on maximum use of publicity, advertising, and local showmanship, it was announced here yesterday by Robert Mochrie, sales vice-president.

The campaigns, which will be coordinated by S. Barret McCormick, director of advertising; Terry Turner, exploitation director, and Don Prince, Eastern publicity director, will cover Howard Hawks' "The Thing," to be released in April; "Tokyo File 212," which was produced in Japan, to be released in May, and "Jungle Headquarters," produced by Sol Lesser, which will be released in June.

William Benton, Saratoga Exhibitor

ALBANY, N. Y., March 19.—Word was received here that William E. Benton, president of Benton Theatres, Saratoga, died suddenly in Miami Beach this morning.

An exhibitor for more than 30 years, Benton had not been in the best of health for two years, but was at his desk before leaving for the South. He held extensive business interests in Saratoga. He was chairman of the Republican county committee, and was a personal friend of Governor Dewey. His son, James E., Jr., has been associated with him in theatre operations since coming out of the service. Benton was also well known for his Catholic philanthropies.

Illinois Drive-in Suit Settled, Dismissed

CHICAGO, March 19.—Federal Judge Michael Igoe today dismissed the Grays Lake Outdoor Theatre case against major distributors, Balaban and Katz, Great States Theatres and A. J. B. Theatres on agreement by both sides. The settlement terms were not announced. The case has been in and out of the courts many times since it was filed on May 26, 1949.

The plaintiffs claimed the defendants conspired to keep first-run product out of its drive-in in the Waukegan area. Since the case was filed, the drive-in has been getting product one week after it leaves Waukegan.

Sue Over Coast Property

LOS ANGELES, March 19.—Fox West Coast and 20th Century-Fox have been named defendants in a suit filed in U. S. District Court here by Selma Steiner, owner of the Larchmont Theatre, who charges that Fox West Coast and other defendants violated anti-trust laws by obtaining a long-term lease on the Larchmont running to 1962, at "a grossly inequitable low rental."

Special 'Arms' Bow

WASHINGTON, March 19.—A special showing of March of Time's "Modern Arms and Free Men," will be held Wednesday for top government officials and the press at the Carnegie Institution of Washington. Sponsored by the Committee on the Present Danger, the showing will also be attended by Richard de Rochemont, March of Time producer; D. Y. Bradshaw, associate producer, and Phil Williams and Marjorie Harker, MOT.

N.Y. Grosses

(*Continued from page* 1)

Hall, where a second week of "Royal Wedding" and Leon Leonidoff's Easter stage show is expected to almost match the first week's take of $143,000. $140,000 is the estimate, a splendid figure.

The Roxy brought in "Bird of Paradise" for its Easter bill, with Tony Martin, and the first week looks like a pleasant $82,000 gross. Another opener, "Inside Straight," at the Capitol, is having a good first week, with about $38,000.

Banner business is still being chalked up at the Strand where "Storm Warning," with Josephine Baker on the stage, is expected to top $50,000 for the third consecutive week. The bill will be held over Easter weekend, with "Lullaby of Broadway" opening there on Monday.

"Molly," at the Paramount, is holding up fairly well, with $45,000 expected in a second week, following a mild first week's gross of $50,000. "The Lemon Drop Kid," with Billy Eckstine on stage, will open there tomorrow.

The only new pictures at straight film-policy houses are "Gambling House," which looks like a satisfactory first week's gross of $15,000 at the Mayfair, and "The Groom Wore Spurs" at the Criterion, where a mild $15,000 is estimated for a 10-day run. The picture will bow out there on Thursday to make way for a special Easter film, "The Prince of Peace."

At the Astor, "14 Hours" is expected to take in a healthy $20,000 for its second week; the first week missed its estimated $25,000 by about $3,000. "Born Yesterday" at the Victoria is expected to take in about $18,000, excellent for a 13th week.

"Tomahawk" is winding up a good five-week run at Loew's State with about $14,000 due for the final stanza. "Up Front" will open there on Saturday. At the Rivoli, "The 13th Letter" will close on Friday after a modest four-week stand; about $9,000 is due in the last week. "Rawhide" will open there on Saturday. "No Orchids for Miss Blandish" is beginning to limp at the Globe with under $10,000 due for a fourth week, but it will hold.

"Cyrano de Bergerac" is still strong at the Bijou, with about $7,500 due for the 19th week of a two-a-day run. "Trio" at the Sutton will take in about $4,000 in its 24th week; good enough considering the length of the run.

Chicago Business

(*Continued from page* 1)

well with "Royal Wedding" and a stage show, while "Born Yesterday," "Cyrano De Bergerac," "Three Guys Named Mike," "The Mudlark" and "Bitter Rice" all did nicely.

The surprise box-office performance was a revival of "Dodge City" and "Virginia City" at the United Artists; the pair did exceptionally good business.

The four drive-in theatres which opened on Friday all reported good business. Ralph Smitha, Essaness general manager, said the circuit was "very well pleased" with attendance at the Harlem Avenue Drive-in. On Friday and Saturday nights all 1,100 auto spaces were filled. Sunday business fell off considerably, however, because of cold weather.

The other three drive-ins which also opened on Friday did not do as well as the Harlem, but they did better business than anticipated considering the weather and the early seasonal openings.

Review

"Golden Salamander"

(*Rank—Eagle Lion Classics*)

LIKE most British pictures "Golden Salamander" is deft in characterization and leisurely in pace. Shot on location in North Africa, the film has some excellent camerawork and local color. Otherwise it is a mystery melodrama cut from a standard stencil.

The story has Trevor Howard, a British archaeologist, sent to North Africa to supervise a collection of salvaged antiques. En route he chances to witness a gun-running incident outside the village of his destination. At first Howard chooses to ignore the incident and safely mind his own business. However the activities of the illegal gun smugglers soon affect Howard. Drawing guidance from an inscription at the base of an antique salamander—"Not by ignoring evil does one overcome it, but by going out to meet it."—Howard sets out to overcome the evil. There follow a series of incidents in which Howard is captured by the gang, escapes, and has a long and nerve-wracking flight to freedom.

There is a quality of pristine charm to Anouk as the girl who becomes involved, romantically and adventurously, with Howard's melodramatic experiences. As the mastermind of evil who finally gets his due, Herbert Lom plays his role with suavity. Howard, in the focal role, is a persuasive performer.

A J. Arthur Rank film, it was produced by Alexander Galperson and directed by Ronald Neame, from the screenplay by Lesley Storm, Victor Canning and Neame.

Running time, 94 minutes. General audience classification. March release.

MANDEL HERBSTMAN

O'Dwyer Stars

(*Continued from page* 1)

RKO's Fordham in the Bronx had scheduled a showing yesterday, but technical difficulties made it impossible. Fabian's Palace showed excerpts, with the telecast sent to Albany over telephone wires.

Century hailed its free show at the Marine and Queens a huge success, with the two large crowds attentive and orderly. Favorable comment on theatre TV as compared to home sets was the rule, a spokesman said. At the Queens, a neighborhood diner cooperated by serving coffee and sandwiches, "on the house," during the noon recess.

Century will repeat its all-day, free-of-charge showing of the hearings again today, but the other theatres have not definitely scheduled the telecasts. The importance of today's hearings will determine whether or not excerpts will be shown, it was, said. If interest warrants, the RKO Fordham will also put its theatre TV equipment to work, a spokesman said.

Canadian Board Gets Budget Hike

OTTAWA, March 19.—The Canadian government has revealed in Parliament that estimated expenditures for the National Film Board in 1951-52 will reach $2,602,666, compared with $2,295,141 in 1950-51. However, the budget for the Canadian Broadcasting Corp., which has jurisdiction over television, will be cut to $1,928,600, against $3,292,361 in 1950-51.

The appropriation vote for Canadian Broadcasting gives rise to the belief that Parliament has clamped down on the government radio agency for TV development because of defense requirements.

Broun Tops Film Unit

Myron L. Broun, vice-president of The Demby Co., will head the newly-created motion picture department of that New York agency.

Para. 'Edits'

(*Continued from page* 1)

condensation of considerable previous testimony, it was said. Similarly, the two excerpts shown last night were edited to bring out the highlights of the day's hearings.

In order to prepare the 45 minutes of theatre televised hearings shown, approximately three times that length of time was actually picked up by the theatre equipment, the spokesman said.

Other theatres in the Metropolitan area televising the hearings are equipped with RCA "instantaneous" equipment and that part of the hearings actually on the air while the theatre program is on is used. Paramount feels that its intermediate system allows a selectivity in the choice of material through editing that enables the theatre to miss the routine parts of the proceedings.

Yesterday's noon theatre telecast was praised by Robert Shapiro, Paramount Theatre manager, for its "spontaneity." "Our audiences always respond warmly to theatre television because of its dramatic freshness," he said.

ELC Meeting

(*Continued from page* 1)

were the topics discussed by these executives.

The Midwestern division will have its turn to meet here tomorrow and Thursday, the Southern division will be on hand on Friday and Saturday, and the Western division will have its sessions next Tuesday and Wednesday.

$18,830 for 'Dimes'

ATLANTA, March 19.—William Jenkins, Georgia Theatre Co. president, has turned over $18,830 to the Georgia Chapter of the National Foundation for Infantile Paralysis. The amount represents audience collections by theatres in the area in the 1951 "March of Dimes" drive.

Arthur Producing Shorts

George K. Arthur is producing a series of five short features here for theatrical release. The first of these is "Goodbye My Love." It was shot on location at Nassau in the Bahamas.

'Alice' on Television In Black-and-White

Sunday night's first telecast of scenes from Walt Disney's forthcoming Technicolor production of "Alice in Wonderland," on Fred Waring's top-spot General Electric program over CBS, gave an ideal example of the marked technical difference between the TV screen and the theatre screen as purveyors of motion picture entertainment to the public.

Waring's highly-esteemed musical organization gave a splendid rendition of several highlights from the score of Disney's production, but the cartoon sequences in black-and-white which accompanied them pointed acutely to the technical limitation of television's public film presentations in the present state of that media in its bid for public attention. A Disney spectacle in black-and-white on television's screen is mighty flat when compared with a Disney spectacle in color on a theatre screen.

J. P. C.

Legion Reviews 8; One Listed Class 'C'

Eight additional films have been reviewed by the National Legion of Decency, which placed one in Class C, two in Class B, and the remainder in Class A.

"The Lovers of Verona," (French), Souvaine Selective Picture, Inc. was condemned. Those in Class B include "M," Columbia, and "Smuggler's Island," Universal-International. Those in Class A, section two, include "Cavalry Scout," Monogram; "I Can Get It for You Wholesale," 20th Century-Fox, "Soldiers Three," M-G-M, and "Tales of Hoffman," (British), London Film Product, Inc. "Sons of New Mexico," Columbia, was given a Class A, section one, classification.

Salesmen's Union

(*Continued from page* 1)

counsel, declined to say how much above the ESA-allowed 10 per cent the union is seeking. He explained, however, that it will be necessary for the distributors and the union to appeal jointly to ESA for the additional percentage if there is agreement between both sides on that point. He said an increased on-the-road expense allowance also has been proposed by the Colosseum.

Others in the Industry Negotiating Committee are Clarence Hill, 20th-Fox; Henry Kaufman, Columbia; Charles O'Brien, Loew's; Joseph McMahon, Republic; A. A. Shubart, RKO; Tom Murray, Universal; Arthur Israel, Paramount. Colosseum negotiators include Harris B. Winn, union president; N. Provencher, secretary, and the following district representatives: Floyd Klingensmith, Eastern; Grady James, Southern; Reville Kniffin, Western; Paul Fine, Central, and Harold Zeltner, Midwest.

Paul A. Vogt, 54

BUFFALO, March 19.—Paul A. Vogt, 54, secretary-treasurer of Local No. 10, IATSE, and a staff member at Shea's Buffalo, died in the Veterans Hospital here after an illness of seven weeks.

20th-Fox

(Continued from page 1)

color production, starring George Montgomery and Paula Corday and directed by Maurice Geraghty; "Lucky Nick Cain," a Kaydor production starring George Raft and Coleen Gray and directed by Joe Newman, and "Of Men and Music," concert film produced by Rudolph Polk and Bernard Luber, directed by Irving Reis, and featuring Jascha Heifetz, Artur Rubinstein, Jan Peerce, Nadine Conner, Dimitri Mitropoulos and the New York Philharmonic.

Slated to go to theatres in April are: "You're in the Navy Now," starring Gary Cooper and Jane Greer, directed by Henry Hathaway and produced by Fred Kohlmar; "I Can Get It for You Wholesale," starring Susan Hayward, Dan Dailey and George Sanders, and directed by Michael Gordon for producer Sol C. Siegel, and "Follow the Sun," starring Glenn Ford and Anne Baxter, directed by Sidney Lanfield and produced by Samuel G. Engel.

May releases are: "Fourteen Hours," directed by Henry Hathaway for producer Sol C. Siegel, with Paul Douglas, Richard Basehart and Barbara Bel Geddes; "Rawhide," starring Tyrone Power and Susan Hayward, directed by Henry Hathaway and produced by Samuel G. Engel, and "On the Riviera," Technicolor musical starring Danny Kaye, Gene Tierney and Corinne Calvet, and directed by Walter Lang for producer Sol C. Siegel.

June Releases

June releases include: "Half Angel," in Technicolor, co-starring Joseph Cotten and Loretta Young, directed by Richard Sale and produced by Julian Blaustein; "House on Telegraph Hill," which stars Richard Basehart, Valentina Cortesa and William Lundigan, was directed by Robert Wise for producer Robert Bassler, and "Just One More Chance," starring Paul Douglas, Linda Darnell and Joan Bennett, directed by Joe Newman and produced by Julian Blaustein.

For release in July are: "Will You Love Me in December?", produced by Lamar Trotti and directed by Harmon Jones, with Monty Woolley, Thelma Ritter, David Wayne and Jean Peters; "No Highway," starring James Stewart and Marlene Dietrich, directed by Henry Koster for producer Louis D. Lighton, and "The Frogmen," starring Richard Widmark, Dana Andrews and Gary Merrill, directed by Lloyd Bacon and produced by Samuel G. Engel.

In August will be "The Secret of Convict Lake," which stars Glenn Ford, Gene Tierney, Zachary Scott and Ethel Barrymore, directed by Michael Gordon for producer Frank Rosenberg; "Take Care of My Little Girl," Technicolor film directed by Jean Negulesco, produced by Julian Blaustein and starring Jeanne Crain, and "Decision Before Dawn," directed by Anatole Litvak and produced by Litvak and Frank McCarthy, with Richard Basehart, Gary Merrill, Oskar Werner and Hildegarde Neff starred.

William Wilson Elected

OTTAWA, March 19.—William H. Wilson has been elected president of the Edmonton Theatres Association in Alberta.

Myers on Arbitration

(Continued from page 1)

would be advisable to hold an all-industry conference at which it could be determined whether or not a system of arbitration might work. After conferring they decided it was desirable to continue taking steps toward the establishment of such a system. The distribution heads could not envisage a successful effort, however, without Allied's participation.

That meeting selected William F. Rodgers, M-G-M distribution vice-president, to act as a go-between in an endeavor to bring Allied into a conference on arbitration. It is expected that Myers will determine from the discussions which he will hold in New York whether it would be advisable for Allied to sit in on any such conference. It is regarded as doubtful that a conference on arbitration would be called if Allied should indicate it would not participate in a meeting of that sort. Hence, whether or not an all-industry conference will be called hinges directly on the result of the forthcoming meetings between Myers and the attorneys for the companies.

Some company attorneys are said to see advantages in an all-industry system of arbitration. Others are known to be opposed to the establishment of such a system. Myers has been an outspoken disparager of systems of arbitration as such.

Ever since their meeting with distribution executives, TOA officials have sought to take the TOA label off the proposal in behalf of an arbitration system. They have indicated they believe the proposal should rightfully be identified as coming from "exhibition" and not from any single exhibitor organization.

Other exhibitor organizations have campaigned in behalf of arbitration, among them the Pacific Coast Conference of Independent Theatre Owners and the New York Independent Theatre Owners Association.

Myers will report on his New York meetings to the Allied board at a meeting scheduled for May 13-14 in Kansas City.

Arbitration System High On TOA Board Meeting Agenda

WASHINGTON, March 19.—"Everything possible to work up some sort of industry arbitration system" will head the agenda for the April 4 board meeting of Theatre Owners of America, Gael Sullivan, TOA executive director, reported here today. He is expected to return to his New York headquarters by Thursday.

Other agenda items, Sullivan said, will include formal ratification of the new Council of Motion Picture Organizations set-up; acceptance by TOA of COMPO's exhibitor seminars in Hollywood; discussion of plans for the TOA convention in New York in the fall; the proposal for a motion picture industry exposition in Grand Central Palace, New York, and the ruling of the Bureau of Internal Revenue on drive-in admissions.

To Meet on Rentals

COLUMBUS, O., March 19.—Ohio exhibitors have been urged to attend a protest luncheon-meeting at which "high rentals" for films will be No. 1 on the agenda. The meeting is scheduled for Thursday, March 29, at the Deshler-Wallick Hotel.

Theatres Picketed for 'High' Admissions

Cincinnati, March 19. — Protesting high admission prices charged by theatres in Morgantown, W. Va., students of West Virginia University have inaugurated a "Don't Go to the Theatre Week." Supported by student boycott of theatres, it is charged that admissions are higher than in other communities of comparable size, and are "beyond the normal means of the average student." Students have been picketing the theatres.

NEWS in Brief . . .

PHONEVISION and its possible application to Canadian television is the subject of conferences now being held in Chicago between E. F. McDonald, Jr., president of Zenith Radio Corp., R. H. Cairns, broadcast engineer from the telecommunications division of the Canadian Department of Transport, and Andre Ouimet, Canadian Broadcasting's assistant director of television for Montreal.

•

Albany, N. Y., March 19.—Harry Goldberg, director of advertising and exploitation for Warner Theatres, will address a meeting of Warner Upstate managers in Syracuse on Wednesday. Zone manager Charles A. Smakwitz will preside.

•

NEW ORLEANS, March 19.—An order temporarily halting the opening of a motion picture theatre on 2201 Hibernia Street due to a dispute over a building permit has been issued by Judge Walter B. Hamlin.

•

HOLLYWOOD, March 19. — Eddie Bracken, who stars in RKO Pictures' "Two Tickets to Broadway," will start immediate construction of a television studio with two sound stages to house his expanding Bracken Productions, television program producers, it was announced.

•

MINNEAPOLIS, March 19. — The board of directors of North Central Allied, will meet here tomorrow to discuss plans for the association's annual spring convention. The date was set to enable out-of-town board members to engage in a double bill program, the board meeting and dedication ceremonies of the local Variety Heart Hospital.

•

ATLANTA, March 19. — Producers were urged to film more pictures in Georgia in a resolution adopted by the Theatre Owners and Operators of Georgia at their annual meeting here last week.

•

PHILADELPHIA, March 19.—A special edition of the "Queen for a Day" radio show will be part of the entertainment planned for the convention of International Variety Clubs, May 8-12, Victor H. Blanc, general chairman, announces.

Coming Events

March 20-21—Columbia sales meetings, Hotel Warwick, New York.
March 20-27—Eagle Lion Classics divisional sales meetings at the home office, New York.
March 21—Atlantic Coast section of the Society of Motion Picture and Television Engineers meeting, Wilkie Memorial Building, New York.
March 21—Metropolitan Motion Picture Theatres Association meeting, St. Moritz Hotel, New York.
March 22—Ascap announcement of annual board of directors election results.
March 25-27 — Theatre Owners of Oklahoma annual convention, Biltmore Hotel, Oklahoma City.
March 26—Motion Picture Association of America, annual meeting.
March 27—Ascap annual meeting, Waldorf-Astoria Hotel, New York.
March 28—United Jewish Appeal executive committee of the amusement division meeting, Hotel Astor, New York.
March 28—Associated Motion Picture Advertisers trade press testimonial luncheon, Hotel Piccadilly, New York.
March 28—Cinema Stamp Collectors meeting, Hotel Astor, New York.
March 29—Academy of Motion Picture Arts and Sciences 23rd annual presentation of awards, RKO Pantages Theatre, Hollywood.
April 4-6 — Theatre Owners of America board of directors meeting, Hotel Mayflower, Washington.
April 5-6—National Board of Review of Motion Pictures annual conference, Hotel McAlpin, New York.
April 10-11 — Allied-Independent Theatre Owners of Iowa-Nebraska annual convention, Savery Hotel, Des Moines.

Gophers Oppose TV Sports Legislation

ST. PAUL, March 19.—University of Minnesota officials have asked the senate university committee to reject a resolution asking that university athletic events be televised.

Asserting that attendance at athletic events in areas where they are televised has dropped 50 per cent, university officials urged the legislators to "leave us alone, and we will work out this problem ourselves."

SCTOA & COMPO

(Continued from page 1)

the California action will keep them from ratifying now," Sullivan said. "Not one single person in the California unit was for COMPO and I had to plead with them to get them to defer action instead of voting it down."

On April 3, in accordance with arrangements made here by Sullivan, a committee of SCTOA will meet with Assistant Attorney General Graham Morison to discuss a proposed new zoning and clearance schedule for the Los Angeles area along with the establishment of an arbitration system there.



Happy movie fans jam the parking lots, buses and trolleys when the latest COMPANION-approved movie comes to town—and that's why the movie-makers have invested more money in the COMPANION during the past five years than in any other monthly magazine*.

**Except of course the fan magazines!*

Currently advertised in the COMPANION:

"Father's Little Dividend"— METRO-GOLDWYN-MAYER

"Royal Wedding"— METRO-GOLDWYN-MAYER

"Teresa"— METRO-GOLDWYN-MAYER

Woman's Home COMPANION

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"EVE"N BIGGER THAN THE FIRST TIME AROUND!

THE MOST HONORED PICTURE

"BEST FILM of the YEAR!"

- –N. Y. Film Critics
- –Nominated for Academy Award
- –Cleveland Film Critics
- –San Francisco Film Critics
- –N. Y. Newspaper Guild
- –London Daily Telegraph
- –Saturday Review of Literature
- –A. P. Hollywood Correspondents Poll
- –CBS Public Poll



Bring it back for Greater Business!

"EVE" IS THE HOTTEST DATE AROUND!

There's No Business Like 20th CENTURY-FOX Business!

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 69. NO. 55 NEW YORK, U. S. A., WEDNESDAY, MARCH 21, 1951 TEN CENTS

SIMPP Quits NY Quarters By April 30

Retaining Coast Office; Board Meets Next Week

The Society of Independent Motion Picture Producers will close its New York office on April 30 with the expiration on that date of the lease to its quarters in the International Building, Rockefeller Center.

SIMPP began a policy of retrenchment about a year ago when independent production was at an ebb stage. Last summer it dispensed with the services of its general counsel, Robert J. Rubin, now an executive at Paramount. The Society is financed by percentage contributions by members on the basis of the distribution gross of their product.

The Society will continue to maintain its principal offices in Beverly Hills, Cal. Ellis G. Arnall, SIMPP president, who this week is in Atlanta, will be on the Coast next week for meetings with the Society's board. The meetings are expected to determine the extent to which it will be

(*Continued on page* 15)

SAG Defines 'Red' Policy

HOLLYWOOD, March 20.—The first official declaration of policy with respect to the new House Un-American Activities Committee hearings by any ranking Hollywood organization was made today by the Screen Actors Guild.

The declaration, which condemned the "Communist Party conspiracy" and cautioned against the "smearing

(*Continued on page* 3)

Sears Drive Plans Advanced by U. A.

United Artists' advertising and sales departments are well along in their efforts to launch the "Grad Sears Drive" on April 1, in honor of the company's vice-president.

William Heineman, vice-president in charge of distribution, has announced that $10,000 will be distributed among winning branches in the drive, with a first prize of $2,500.

Sears in a letter to branch and

(*Continued on page* 15)

Italy's 7,800 Theatres Grossed Upwards of $88,000,000, Says U. S.

Washington, March 20.—Box-office receipts in Italy last year totaled between $88,000,000 and $93,000,000, including a government excise tax of about 30 per cent, the U. S. Department of Commerce reported here today.

Other figures on the Italian film situation released by the Department, headed by Nathan D. Golden, were these: There were about 7,800 theatres with regular commercial showings, with a seating capacity of about 3,500,000; approximately 105 full-length feature films were produced in Italy last year, compared with 95 in 1949 and 50 in 1948; about 440 foreign features were imported, of which 333 were passed by the censors, including 286 U. S. films, 20 French, and 18 British.

2.2 Cents of Average US Dollar Spent for Films

WASHINGTON, March 20. — The U. S. Bureau of Labor Statistics has decided that more of the average large-city family's spending dollar goes for film admissions than formerly, even though movie-going accounts for a smaller percentage of the total being spent for recreation.

The Bureau has just finished a preliminary revision of the "weight" to be assigned to various items in its consumers' price index, which is supposed to show the spending pattern for commodities and services in the 34 largest cities of the U. S. This is the first revision since the index was set up in the early 1930's.

In the old index, based on 1934-36 spending habits, film admissions accounted for 1.7 cents out of the spending $1, and about three-fifths of the total spent for recreation and reading, which was put at 2.9 cents out of the dollar.

The new weighting, based on 1947-49 spending habits, increases the amount of the dollar spent on films to 2.2 cents, but the total for the reading-recreation group has been raised to 5.8 cents out of each dollar, so that movie-going now accounts for only about 40 per cent of the spending in this group, against a former 60 per cent.

A final revision is due next year, based on a wide survey now under

(*Continued on page* 15)

Chart New 'Cyrano' Release Setup Soon

Stanley Kramer Productions in about two weeks will make two decisions with respect to distribution activities surrounding "Cyrano de Bergerac." One will be arrangements for releasing the film generally now that it has just about completed the major portion of its road-show schedule, and the other will involve release of the picture in England, France and Germany.

George J. Schaefer, president of Stanley Kramer Distributing Corp. and general sales manager of Kramer Productions, reported this here yesterday, indicating that he will leave for Europe in approximately two weeks to arrange for distribution of "Cyrano" in the three countries. United Artists is releasing the film in the U. S. but has not yet been granted overseas releasing rights.

Whether "Cyrano" will go directly from road-showing into general release, or whether there will be a time lapse between the use of the two releasing methods, is a point which will have to be decided, Schaefer indicated.

The fact that the Stanley Kramer Co., the Kramer partnership with Sam

(*Continued on page* 15)

Skiatron Seeks FCC Okay for N. Y. Test

The Federal Communications Commission had its first view of Skiatron's "Subscriber-Vision" yesterday and the company announced that it will ask for FCC permission to conduct a test in the New York area similar to the test being conducted by Phonevision in Chicago.

The Commission witnessed a closed-

(*Continued on page* 15)

'Teresa' Drive to Honor Arthur Loew

In celebration of Arthur M. Loew's 30th year in the industry, M-G-M's domestic and international distribution departments will join in the promotion of "Teresa," which Loew produced in New York and Italy.

Morton A. Spring, Loew's International first vice-president, announced that a feature of the overseas promo-

(*Continued on page* 15)

Reach Near Agreement on 20th Decree

Expected To Be Ready For Court Early April

WASHINGTON, March 20.—Top officials of the Justice Department and 20th Century-Fox reached all-but-final agreement today on the proposed consent decree.

They said, however, that it would probably be early April before it was finally approved and ready for presentation to the New York Statutory Court.

Fox West Coast Theatres president Charles Skouras and aides, John Bertero and John Lavery met with assistant attorney-general H. Graham Morison in one long session and then with Justice attorney Philip Marcus in another session. Morison said that the conferees were "in the process of getting the final terms," and that "we're pretty well at the end of the row." A Fox spokesman said that while "we're not washed up completely yet, the end is definitely in sight now."

The Fox officials were slated to re-

(*Continued on page* 15)

To Air Allied Bidding Plan

WASHINGTON, March 20.—Allied States Association general counsel Abram F. Myers said today when he takes up arbitration with distributors, he will also take up Allied's proposals for changing the competitive bidding provisions of the New York decrees and any other proposals Allied has to make.

While Myers refused to confirm re-

(*Continued on page* 15)

LeSieur to Address ELC Meeting Today

Howard LeSieur, Eagle Lion Classics advertising-publicity director, will join with other company home office executives in addressing today the second in a series of two-day regional sales meetings in New York. The current meeting is for Midwestern division branch managers. It follows a two-day meeting here for Eastern division managers.

Also scheduled to address today's

(*Continued on page* 15)

Stronger Anti-trust Bill Is Up Again

Washington, March 20.—A House Judiciary Sub-committee started Congressional wheels grinding today on a bill to boost the maximum fine for anti-trust law violations from $5,000 to $50,000, reporting the bill to the full House committee.

The House during the last Congress passed such a bill, but the Senate did not act. The measure would not make any change in the one-year maximum jail sentence.

Says 'Tales' Gives Opera New Scope

Techniques evolved in the production of "Tales of Hoffman" will for the first time permit the full utilization of the screen's potential in presenting opera, Emeric Pressburger said here yesterday.

Pressburger, who with Michael Powell produced and directed "Tales" and "Red Shoes," is here from London for the picture's world premiere at the Metropoiltan Opera House and the beginning of its run, on April 4, at the Bijou. Powell is due to arrive here tomorrow.

With Pressburger at a press interview yesterday was Hein Heckroth, designer of both "Tales" and "Red Shoes."

In producing "Tales," the sound track of the Hoffman opera was recorded first and the picture then shot to fit the music. Only two players, both Americans, performed for both sound-track and film. This procedure freed the camera from the restriction of the sound stage, Pressburger said, and gave the possibility of movement and scope never before obtained in a screen version of an opera, he added.

The future plans of the Pressburger-Powell team depend upon the reception of "Tales," Pressburger said. If it is a success, they will consider another operatic-ballet film, such as Richard Strauss' "Salome," for which Sir Alexander Korda holds an option. If not, then plans for a straight drama, a war story titled "Ill Met by Moonlight," will go ahead.

Pressburger said he will be here for both openings of "Tales" and will visit Chicago, Boston, Philadelphia and Washington where Lopert Films, the U. S. distributor, has scheduled pre-release engagements. The film will go into national release on a roadshow policy in the fall.

Pressburger and Heckroth will leave here on April 6 for England.

Sells Two Theatres

NEW ORLEANS, March 20.—Paramount Gulf Theatres has disposed of the Capitol, Monroe, to Jackson and Deas, Inc., which will assume operations effective April 1. The Empire, in Mobile, has been sold to the Giddens and Rester circuit of that city, also effective April 1.

Personal Mention

F. J. A. McCARTHY, Universal Pictures Southern and Canadian sales manager, is in Charlotte today and will visit Atlanta next.

•

PANDRO BERMAN, M-G-M producer, is slated to arrive here from the Coast on March 29 and is due to sail on the following day for London and Rome.

•

RICHARD BROOKS, director, and WILLIAM KAPLAN, unit manager for M-G-M, left here yesterday for London and Italy.

•

HAROLD WIRTHWEIN, Western sales manager for Allied Artists and Monogram, has returned to the Hollywood studio from San Francisco.

•

JULES LEVEY, independent producer, is vacationing in Florida from New York.

JULES LAPIDUS, Warner's Eastern and Canadian division sales manager, will visit Pittsburgh and Cleveland this week.

•

SAUL MILWALL, veteran 20th Century-Fox cameraman, is vacationing at Miami Beach with his wife and son, HAROLD.

•

MILTON GORDON, vice-president of Walter Heller and Co., has left Chicago for the Coast.

•

MORRIS MECHANIC, owner of the New Theatre, Baltimore, is in New York for several days.

•

H. S. CONROY, owner of the Moon Theatre, Gibbons, Neb., heads the 1951 Buffalo County polio drive.

•

ARTHUR DAVIS has left here for Kalamazoo, Detroit and Chicago.

Canty, Kreisler to Address Nat'l Board

Among industry executives who will address the annual conference of the National Board of Review of Motion Pictures, on April 5 at New York's Hotel McAlpin, will be George R. Canty, speaking on the subject, "American Pictures Abroad"; Bernard Kreisler, discussing "Foreign Pictures in America," and Arthur L. Mayer, whose subject will be, "Good People and Bad Pictures."

On April 6, delegates will be guests of 20th Century-Fox at its home office, where they will participate in a roundtable on community film activities, after which they will witness three films in third dimension and a preview of a new 20th-Fox production.

Music Hall Slates Extra Easter Shows

To accommodate holiday audiences, Radio City Music Hall here will have extra performances of its Easter show beginning and running through Easter week.

The schedule of early morning door openings follows: Friday, 8:15; Saturday, 8:30; Monday through next Friday, March 30, 7:45; Saturday, March 31, 8:30.

Okla. Senate Drops TV Football Bill

OKLAHOMA CITY, March 20.—The Oklahoma Senate has shelved legislation forcing "live" telecasts of University of Oklahoma football games.

The action was taken against the bill after a "Big Seven" conference announcement that the Oklahoma Sooners would have all games cancelled if telecasts of games were ordered.

Cooperative in Buffalo

CLEVELAND, March 20.—Co-operative Theatres, Ohio, buying-booking group organized some 12 years ago by Milton A. Mooney, is opening a branch office in Buffalo, with Bill Twiggim, formerly of Warner Brothers, in charge.

Crime Probe Again On N. Y. Screens

Theatre audiences yesterday continued to see the Senate Crime Investigating Committee's hearings, in whole or part, on the screens of five theatres in Metropolitan New York. Century circuit's Queens and Marine theatres again telecast the whole day's proceeding to audiences admitted free, while the New York Paramount and Fabian's Brooklyn Fox continued to show parts of the probe. RKO's Fordham in the Bronx joined in, with an hours' showing in the afternoon.

The hearings are scheduled to conclude early this afternoon and the managements at the various theatres did not know at a late hour last night if the proceedings would be put on their screens today.

Crime Probe Hits Boston Box-Office

BOSTON, March 20.—The televising of the current Senate crime probe was blamed today for the drop in attendance at Boston and suburban theatres, according to a check.

Two Boston TV stations carried the show all day and both reported that they received hundreds of telephone calls demanding that the crime probe be given top priority in programming.

Shapiro to Europe To Acquire Product

Irvin Shapiro, president of Standard Television Corp., will leave here on the *S.S. Queen Elizabeth* for a tour of Europe to acquire additional pictures for Standard.

Shapiro has made an arrangement with Unity Television Corp. to book Standard's pictures through the newly-organized central booking offices of Unity.

Goldstone-Berkson Deal

Harry Goldstone of Famous Pictures, New York, has concluded a deal with Jack Berkson of Screencraft for three former Paramount releases, "Forced Landing," "Flying Blind" and "Power Dive."

Newsreel Parade

THE Senate crime probe eruption in New York and a volcanic eruption in Japan highlight the current newsreels. Other items include reports from Korea, sports and fashion. Complete contents follow:

MGVIETONE NEWS, No. 24—Senate crime probe in New York. "Bird of Paradise" fashions. Japanese volcano goes on a rampage. Alpine avalanche buries town.

NEWS OF THE DAY, No. 258—O'Dwyer faces Senate crime probers. First Eskimo nun. Informal Mr. Truman. Volcano eruption in Japan. Avalanche plays havoc in Austria.

PARAMOUNT NEW, No. 61—Basketball tournament. Flow of arms continues under Atlantic Pact. Latest swim suits. Keeps leopard as a house pet. Senate crime probers.

TELENEWS DIGEST, No. 12-A—Senate crime probers. Puerto Rican regiment prepares for attack in Korea. France displays arms. French wounded return from Korea. Track meet.

UNIVERSAL NEWS, No. 440—Senate crime hearings. Volcano erupts in Japan. Mud in Korea. Realistic combat training. Sport flashes: National Invitation Basketball Tourney.

WARNER PATHE NEWS, No. 63—Senate crime investigation. Korea veterans return home. Volcano erupts in Japan. Elliot Roosevelt weds again. Barbara Hutton splits again. Styles. Basketball.

'Rehabilitation' Cuts JapaneseAttendance

WASHINGTON, March 20.—Film attendance in Japan dropped from 620,000,000 in 1949 to 540,000,000 last year, despite an increase in the number of theatres and domestic films produced, the U. S. Commerce Department reported here today.

The drop was attributable to the "rehabilitation of other amusements," quoting the Japanese Cinema Producers Association. Japanese films increased from 38 in 1945 to 156 in 1949 and 216 in 1950; foreign pictures imported jumped from zero in 1945 to 151 in 1949 and 180 in 1950; the number of theatres went to 2,380 and 2,410, respectively, and attendance increased from 600,000,000 in 1947 to a high of 660,000,000 in 1948, then dropping in 1949 and 1950.

Golding to Texas For 'Sun' Opening

Southwestern wire service representatives, sports writers and correspondents of key papers will converge on Fort Worth for the world premiere on Friday of 20th Century-Fox's "Follow the Sun."

David Golding, publicity manager for 20th, left New York yesterday for Fort Worth to handle arrangements for the three-theatre opening at the Worth, Hollywood and Palace theatres. The premiere will salute Mr. and Mrs. Ben Hogan. Others who will be on hand for the premiere include Glenn Ford, Dennis O'Keefe, members of the sporting world, and Governor Allan Shivers of Texas, who will head the civic contingent.

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NEWS in Brief . . .

LOUISVILLE, March 20.—State tax revenue collections on amusements for January were $3,833 higher than receipts for the same similar period in 1950, according to the State Department of Finance.

•

BUFFALO, March 20.—Francis McDonough has been elected president of Local No. F-9 of Front Office Employes of Film Exchanges, (IATSE). Other new officers are: Bertha Kemp, vice-president; Josephine Genco, business agent; Anne Wagner, recording secretary; Margarite Onions, financial secretary; Richard Carroll, sergeant-at-arms, and trustees Barbara Hartman, Mildred Block, Gertrude Nigro and Florence Kiley.

•

HARTFORD, March 20.—Variety Club of Connecticut, Tent No. 31, will install the following officers at a dinner-dance on March 30 at the Racebrook Country Club, Orange, Conn.; Herman M. Levy, chief barker; Ben Simon, first assistant chief barker; George H. Wilkinson, Jr.; second assistant; Sam Germaine, dough guy; Henry Germaine, property master.

•

HOLLYWOOD, March 20.—Patricia Neal has returned here from Uruguay where, with other stars, she was guest at the Uruguayan Film Festival, a feature of which was the screening of her recent starring vehicle for Warner, "The Breaking Point." She is now slated for conferences with Lew Schreiber of 20th Century-Fox and with Wald and Krasna regarding her next commitments.

•

WASHINGTON, March 20.—The Federal Communications Commission has called the nation's radio and television broadcasters for a conference here Monday on broadcasting's role in any national emergency.

Missouts Heavy in Southern Minnesota

MINNEAPOLIS, March 20.—Film exchanges report the most serious print delivery missout situation here in years as a result of the drifts from the last heavy snowfall. Blocked traffic was the worst in Southwestern Minnesota where traffic was at a virtual standstill even on main highways, and over key rail lines and airlanes.

While heavy snow-ploughing equipment rushed from the unaffected northern part of the state did much to quickly alleviate the situation in the larger areas of South Minnesota, inland towns continued to be shutoff by blocked deliveries, suffering new all-time low grosses for almost a week.

William Dozier to Aid Samuel Goldwyn

HOLLYWOOD, March 20.—Samuel Goldwyn has signed William Dozier, veteran industry executive, to be his assistant and story editor for Goldwyn Productions. Dozier will check into the studio on April 2. He has held top posts at Paramount, RKO, Universal, and elsewhere in Hollywood.

Reviews

"Queen for a Day"

(Stillman Productions-United Artists)

ROBERT STILLMAN's latest production borrows the title of a popular daytime radio and television giveaway show. It employs depictions of that show to link together three separate, unrelated stories by Faith Baldwin, John Ashworth and Dorothy Parker.

These authors are the only "names" associated with the film. The anonymity of the players, however, appears to be of special advantage. Sometimes comic, sometimes tragic, these short-features with their warm sympathy for lonely or misunderstood individuals have, it would seem, a stronger flavor of actuality for having been acted by unknowns. In a sense, then, the marquee's loss is the entertainment's gain.

An all-out exploitation effort is indicated to compensate for the lack of star power. Thus, the producer and the distributor have set in motion formidable tie-ins with the radio-video show of the title and with the manufacturers who cooperate with that giveaway program. If this joint effort succeeds—and there is no reason why it shouldn't—the estimated millions of women fans of the radio-TV show will be waiting to see the picture. The exhibitor's move is to weigh this prospect against the general make-up of his patronage.

Each of the stories adapted by associate producer Seton I. Miller—Miss Baldwin's "The Gossamer World," Ashworth's "High Diver" and Miss Parker's "Horsie"—has something that will appeal to film-goers of almost every classification. The first and third can lay claim to the "woman's picture" label, while the second, about a young man who leaves home to become a circus high-diver, is a bristling suspense number which hinges on his first and only plunge from the dizzying height of 100 feet into a shallow tank of water. "Horsie," a wryly humorous apologue about a wealthy man's unkind, yet understandable, despair over a nursemaid's homely face, is sprinkled with eye-dampening pathos. In "The Gossamer World," a good little actor, Rudy Lee, demonstrates how a playmate-less child can make a playmate of his imagination. All three stories are well acted and well directed for the most part and, considering their content, surprisingly well tied together by a radio program wherein acquisitive women have a field day.

The director was Arthur Lubin, and the principal players include Lee, Phyllis Avery, Darren McGavin, Adam Williams, Kasia Orzazewski, Albert Ben-Astar, Edith Meiser, Dan Tobin and Jessie Cavitt. Also on hand are radio-TV announcers Jack Bailey, Jim Morgan and Fort Pearson.

Running time, 107 minutes. General audience classification. Release date, April 13.

CHARLES L. FRANKE

"My Forbidden Past"

(RKO Pictures)

AVA GARDNER bears the burden of a notorious ancestry plus some painful romantic complications in "My Forbidden Past." The picture is set in New Orleans at the turn of the century and has a sturdy cast that also includes Robert Mitchum, Melvyn Douglas, Lucille Watson and Janis Carter.

As the story opens Miss Gardner, who lives with her proud aunt, Miss Watson, is in love with a poor doctor, Mitchum. Just as Miss Gardner is about to elope with Mitchum, Douglas, a cousin, intercedes and persuades her not to. He also suppresses Miss Gardner's explanatory note to Mitchum as he departs from the city. At about the same time the busy screenplay of Marion Parsonnet has Miss Gardner inherit a fortune from her scandal-shrouded grandmother. The source of the fortune brings outspoken disapproval from the aunt, but Miss Gardner finds the money quite handy, especially when Mitchum returns to New Orleans with a wife, Miss Carter. Still in love with Mitchum, Miss Gardner plans to bribe the scoundrelly Douglas into making love to Miss Carter as a device to separate Mitchum from her.

The film has been given smooth production treatment, but as the story develops it takes turns that frequently lack conviction. After going out with Miss Carter, Douglas gets into a quarrel with her. He shoves her and she accidentally falls and is killed. Thinking Miss Gardner is involved, Mitchum suppresses information at the inquest. However, just as things look black for him, Miss Gardner steps forward and reveals the truth. The ending unites Mitchum and Miss Gardner. A Robert Sparks—Polan Banks production, "My Forbidden Past," was directed by Robert Stevenson, based on Banks' novel.

Running time, 81 minutes. Adult audience classification. Release date, April 14.

MANDEL HERBSTMAN

Tell Radio Engineers Of New Transmitters

New television transmitters developed by General Electric and Westinghouse were announced yesterday at the Institute of Radio Engineers convention here. Both were said to have importance in the development of color TV.

Among other subjects discussed was the new antenna installation on top of the Empire State Building, with 10 engineers who participated in its design and construction engaged in a panel talk.

Demby-Swift Deal On 'What's Playing'

Allen Swift, radio and television comedian, has been signed by The Demby Co. to act as master-of-ceremonies of its TV program, "What's Playing." The six-times-a-week, 15-minute program which will feature current films and the theatres playing them, had a closed-circuit test run last Saturday and its first commercial showing is due soon.

The Swift deal and Saturday's test run were announced by Emanuel Demby yesterday.

10% Ticket Tax for Newport News, Va.

Newport News, Va., March 20.—The City Council last night enacted a 10 per cent municipal entertainment tax.

The ordinance originally called for a tax of 20 per cent but it was reduced by half when more than 1,500 persons signed protest petitions and local exhibitors appeared en masse at the council meeting to oppose its adoption.

Quiz Three Today At House Hearing

WASHINGTON, March 20. — Larry Parks, Gale Sondergaard and Howard Da Silva are scheduled as the witnesses tomorrow when the House Un-American Activities Committee opens its new hearings on alleged Communist activities in Hollywood.

Present plans are for all three to be heard tomorrow, and for the committee to recess until "about April 10," when another 30 or more witnesses will be heard over a period of several weeks.

SAG on Probe

(*Continued from page* 1)

(of) innocent individuals," was in the form of a reply to the public letter of Gale Sondergaard, in which the actress said she would avail herself of the Fifth Amendment in the hearings, scheduled to begin in Washington tomorrow. She also said she would ask the SAG to protect her from being blacklisted.

The SAG statement, signed by the guild board said, in part: "Like the great majority of the American people, we believe that a clear and present danger to our nation exists. The guild board believes that all participants in the international Communist Party conspiracy against our nation should be exposed for what they are —enemies of our country and our form of government. It is not the province of our board to decide what is the best method of carrying out this aim. It is our hope that the current House committee hearings will help to do so, in an objective and an intelligent manner.

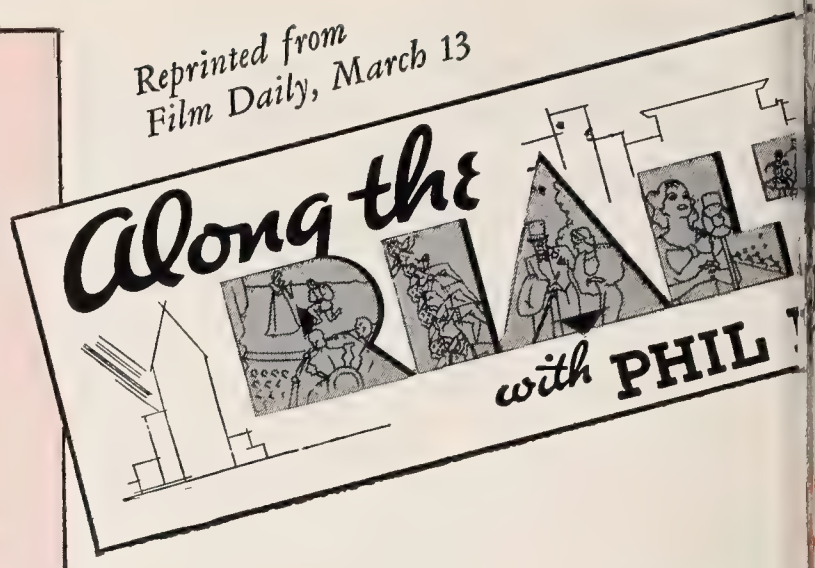
To Fight Blacklist

"We are informed that the committee will guard against smearing any innocent individuals. We will watch with extreme interest the way in which the hearings are conducted and any and all developments stemming therefrom. The guild as a labor union will fight against any secret blacklist created by any group of employers. On the other hand, if any actor by his own actions outside union activities has so offended American public opinion that he has made himself unsaleable at the box-office, the guild cannot and would not want to force any employer to hire him. This is the individual actor's personal responsibility and it cannot be shifted to his union."

MPA Meets Tuesday

The annual meeting of the Motion Picture Association of America's board of directors, originally scheduled for Monday, will be held Tuesday.

Reprinted from Film Daily, March 13



Spring at 1540 Broadway

● ● ● IN THE SPRING, a young man's fancy may, as Alfred Lord Tennyson wrote in his "Locksley Hall," turn to thoughts of love, but in the den of Friendly Leo, the Lion, vernal thinking is more concerned with those lovely grosses that bloom in the Spring, tra la. . . . And with the pictures which earn 'em. . . . And the campaigns which assure—or should Phil M say insure?—that said grosses will be earned, to the satisfaction of all concerned, down to and including John Q. Public.

▼ ▼ ▼

● ● ● DURING THE NEXT FIVE MONTHS, Metro will be sending out a total of 18 features, and you don't need to be an Einstein to figure that means almost four pictures each month. . . . What's more, eight of the big ones will be in Technicolor. . . . And you don't have to be told the box office potential of Technicolor. . . . Or that John Q's interest in color, per se, has been stimulated not a little o' late by the rhubarb over rainbowed television systems. . . . But Phil M is digressing —this little homily draws its inspiration from some of the promotional activities presently under way at 1540 Broadway. . . . And, as someone surely has remarked ere this, one thing at a time.

▼ ▼ ▼

● ● ● FOLKS AT 1540 are especially excited these mid-March days over "Father's Little Dividend," which will be going into release in April, and "Go for Broke," scheduled for availability the following month. . . . And, of course, there's the continuing drum-beating for "Quo Vadis." . . . (They will tell you, and proudly, too, "THIS is the year of 'Quo Vadis'.") . . . They think rather highly of "Father's Little Dividend" at Metro, and it wouldn't surprise them at all if the picture shaded "Father of the Bride" at the box office. . . . Which admittedly would be quite a feat. . . . Metro and its agency, Donahue & Co., have come up with a swell newspaper teaser ad campaign for the picture. . . . It comprises a series of cute baby photos, with text restricted to the three words of the title, lettered on the tyke's training panties, as they're known in the infants' wear trade.

▼ ▼ ▼

● ● ● THE TEASERS WILL BREAK in some 150 newspapers of large circulation in 75 important cities. . . . Donahue & Co. estimates that over the course of the advance build-up the title of the picture thus should receive a circulation of 55,000,000 per insertion, or for the entire campaign something in the neighborhood of 250,000,000 impressions. . . . That, you will admit, is newspaper's pre-selling with a vengeance. . . . Metro is not slighting the national magazines, of course. . . . The first copy already has broken in some April issues, and by the time the last ad appears in May issues some 32 mags. will be represented in the campaign. . . . It's Phil M's guess this means an aggregate circulation of upwards of 62,000,000. . . . Promotional tie-ups for the pic, by the way, are figured at Metro as accounting for a further astronomical 670,000,000 readership!

▼ ▼ ▼

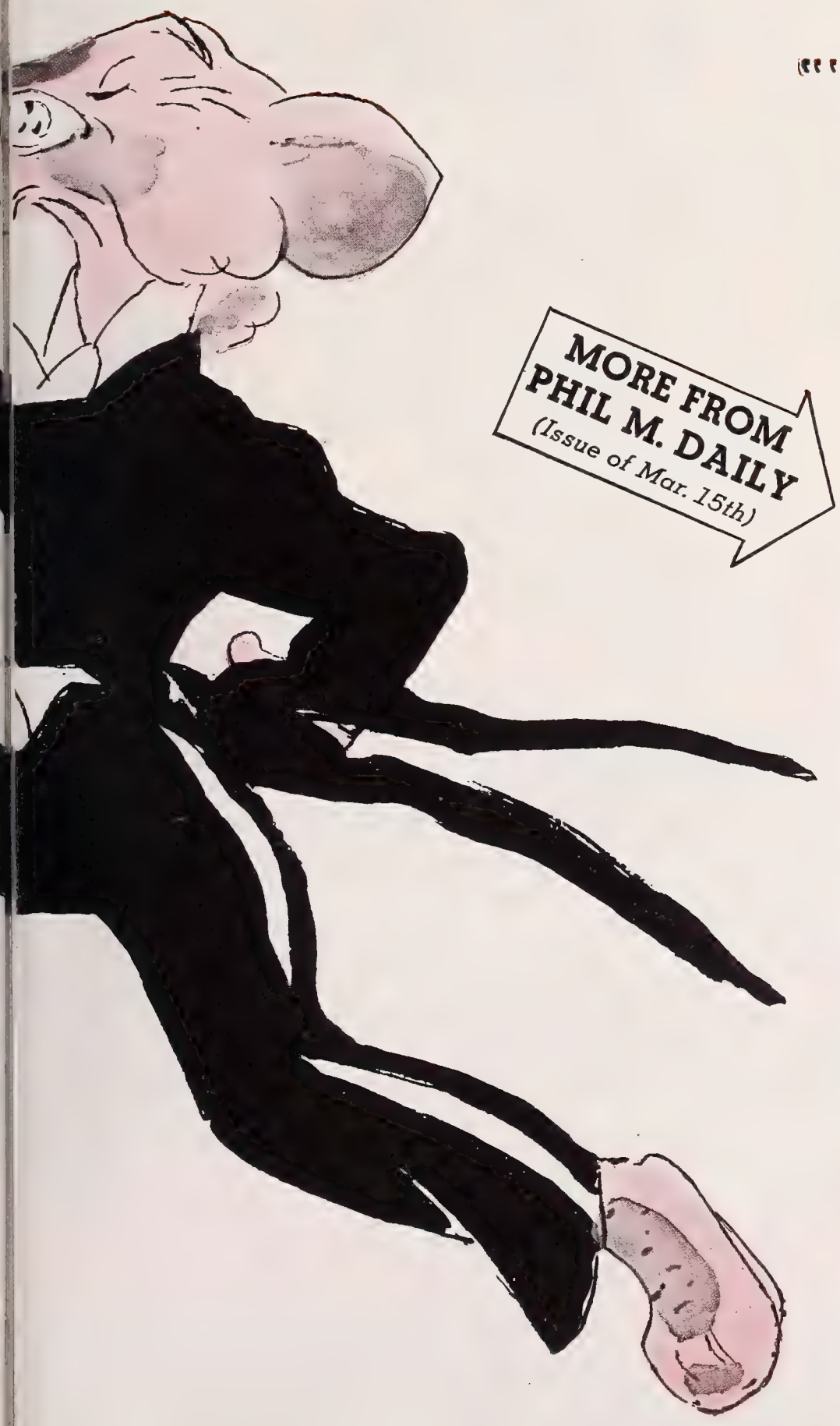
● ● ● AS FOR "GO FOR BROKE," Metro's "Battleground" successor, Phil M caught a glimpse of some of the roughs for the magazine ad campaign the other day, and they're corking. . . . They know how to key copy to picture content at 1540. . . . Meanwhile, "Quo Vadis" is in motion in a big way tie-up-wise. . . . Already some 40 manufacturers are set to turn out a varied array of products from a special set of 200 "Quo Vadis" patterns developed by the Knickerbocker Textile Corp.

♫♫ "The grosses.



ALY

hat bloom in the Spring...tra...la..."



MORE FROM PHIL M. DAILY
(Issue of Mar. 15th)

"'THE M-G-M STORY' IS THE GREATEST THING THAT HAS HAPPENED TO SHOW BUSINESS IN YEARS!"

—says Charles P. Skouras, Pres., Fox West Coast Theatres

● ● ● THE BEST PLACE, IT WOULD SEEM, to sell pictures, is from the point of initial audience impact and that is from the screen. . . . And that, also, is not news. . . . But the way M-G-M does it in "The Metro-Goldwyn-Mayer Story" is something else again. . . . With Dore Schary and Lionel Barrymore seen and heard, the parade of coming Leo attractions—25 of them—is on view in black and white and in Technicolor. . . . Also, there are 58 members of M-G-M's player list on parade including many newcomers who will be seen for the first time. . . . The narration by Barrymore and Schary reflects a great deal of enthusiasm for the lineup of forthcoming entertainment and that, too, is as it should be. . . . This is an entirely new version of the item that was first shown last year during the TOA convention in Texas for showmen. . . . Here the comment is slanted for the general public. . . . It runs 60 minutes and may be booked for free, gratis, nothing—from the area exchange.

▼ ▼ ▼

● ● ● HERE IS THE PROGRAM. . . . "Across The Wide Missouri," "An American In Paris," "Calling Bulldog Drummond," "Excuse My Dust," "Father's Little Dividend," "Go For Broke," "The Great Caruso," "Inside Straight." . . . Plus "It's A Big Country," "Kind Lady," "King Solomon's Mines," "The Magnificent Yankee," "Mr. Imperium," "Pandora and the Flying Dutchman," "People In Love," "Painted Hills." . . . And including, of course, "Quo Vadis," "Red Badge Of Courage," "Rich, Young and Pretty," "Royal Wedding," "Showboat," "Soldiers Three," "Teresa," "Three Guys Named Mike," and "Vengeance Valley."

THE FASTEST BOOKING HIT IN FILM HISTORY!

Timely! Immediate Dating!

Ask M-G-M Today!

An example of exhibitor opinion—

unsolicited response to an editorial by Red Kann, on Eagle Lion's press book innovation, in Motion Picture Daily of February 20th . . . . .

Fanchon & Marco

ST. LOUIS
527 NORTH GRAND (3)
NEWSTEAD 3600

NEW YORK
1501 BROADWAY (18)
CHICKERING 4-3956

LOS ANGELES
323 W. 6TH ST. (13)
MADISON 7847

St. Louis, Missouri
February 23, 1951

Mr. Maurice Kann
Motion Picture Daily
1270 Sixth Avenue
New York, New York

Dear Red:

I think the idea of presenting the pressbook as you have inaugurated in your issue of February 20 is great, and I think it does all of the things that you say about it in addition to which it has a tendency, if the campaign is good, to wet the appetite of the exhibitor to buy the picture, particularly a picture that has so many unknown quantities to it that depends entirely on its exploitation as to whether or not the exhibitor is interested.

After studying over the manner of handling the exploitation I can tell you definitely that I became interested, and very interested, in the picture. I hope some of the other film companies, or all of them, adopt the same idea.

Very kind regards and good wishes.

Sincerely yours,

Harry

HARRY C. ARTHUR. JR.

HCA;ez



"SKIPALONG ROSENBLOOM"

THIS IS AN EAGLE LION PRESS BOOK
Additional copies are available from your local National Screen Exchange



Sell the Laughs in the Lobby

"Skipalong Rosenbloom" has laughs and should be sold on its laughs. A comedy See-Board made up of comic shots from the picture and given a prominent display in the lobby is one very effective way of doing just that.

See-Board can show Slapsie Maxie Rosenbloom unsuccessfully trying to mount a horse; show him shooting at the "bad guys" with a gun that is actually square (a square shooter); his attempt to get the girl (and obviously not get her).

Here's some suggested copy for the See-Board. You can also adapt some of the ad lines from this Press Book or create your own, as the situation warrants. Stills are available at National Screen Service.

SEE "SLAPSIE" MAXIE'S—Daring Roundup of the Good Guys! Sharp Shooting with The Toughest Guys West of the Rockies (when he's in Texas)! Thrilling Getaway (when no one's chasing him)! See These and A Thousand More Laughs (Oops, Thrills) in "SKIPALONG ROSENBLOOM".

Hobby Horse Gag

An attention-getting stunt that will sell the comedy aspect of the character "Skipalong Rosenbloom," is a variation of the hitching-post routine that has been used to plug Westerns. The gimmick here being that instead of hitching up a sprightly nag to a post outside the theatre, you tie up a hobby horse with attached copy as follows:

I'm waiting for my rider.

A ONE-OUNCE
BRAIN IN A
TEN-GALLON HAT!

With a gun, a gal or a rope . . . he's a dope!
I mean "SKIPALONG ROSENBLOOM"

Contest With a Twist

Here is a contest with a reverse twist that will create interest in "Skipalong Rosenbloom" and sell the comedy angle while doing so.

Idea of contest (which is to be run a week or so before playdate) is to select through vote the best rider, roper, dead shot, etc., from a list of the following well-known Western characters, among them "Skipalong Rosenbloom:" "Billy, the Kid," "Wild Bill Hickok," "Buffalo Bill," "Jesse James," "Ringo Kid."

"Skipalong Rosenbloom," of course, is always supposed to end up on the bottom of the list. Association with the strong men of the West, even by contrast, will prove a good selling point, and "Skipalong's" ending up on the tail end of the vote will put him over as a laugh-getting cow poke.

Exploit 'Skipalong' Via the Sports Page

There are two ex-champions in "Skipalong Rosenbloom," and that is an angle you should exploit via the sports pages of the local newspaper.

"Slapsie" Maxie Rosenbloom was one of the great light-heavyweight champs and Max Baer once held the heavyweight crown. Arrange a special screening for sports-writers after which you should be able to garner some excellent publicity on the sports pages.

Subjects of the stories should of course be left to the discretion of the sportswriters but here are a few suggestions:

1—The probable outcome of a fight between the two Maxes in their heyday, bringing in their fight in the film.

2—Their abilities as entertainers (especially as comedians).

3—Film fights as compared with real fights.

4—Straight news story about "Slapsie" Maxie's great record as a champ.

Trailer

A fast-moving trailer that gives tantalizing hints of all the mirth-packed moments in "Skipalong Rosenbloom" has been prepared by National Screen experts and is now available.

Order your print long before playdate and show it often. It is an important part of your pre-selling campaign. Order it from the nearest National Screen Service exchange.

Merchant Tieup

"Skipalong Rosenbloom" presents a ready-made opportunity for tieups with sports, and western goods stores. There are many stills which can be used very effectively in window or counter displays with appropriate copy from either the straight or humorous angle.

Copy Suggestions:

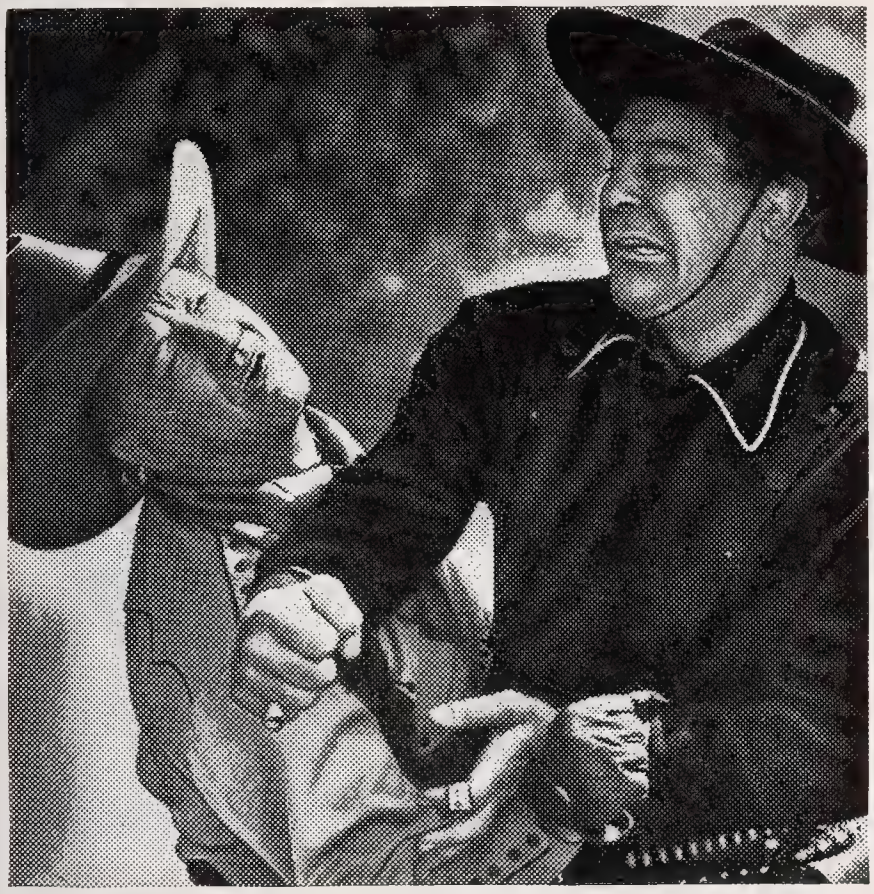
For the Best Buys in Western or Sports Goods Shop at Blank's.
For the Best in Screen Entertainment Don't Miss "Skipalong Rosenbloom" Now at the Blank Theatre.

Or

"Skipalong Rosenbloom" Might Not Be Tall in the Saddle But He Knows Which Saddle to Use— Buy Your Western Goods at Blank's See "Skipalong Rosenbloom" at the Blank Theatre.

'Skipalong' Platters Yours For the Asking

Several hard-hitting radio spot platters have been prepared to help you sell "Skipalong Rosenbloom" via the airways. There are three one-minute spots; three thirty second spots and three fifteen second spots—and they're all yours FREE. Just write to Exploitation Manager, Eagle Lion, 165 West 46th Street, New York 19, N. Y. for your platters—it's a selling device you shouldn't miss.



Mat 2A ***Still SR-87***

Maxie Rosenbloom takes a smashing right to the chin from Max Baer in this scene from "Skipalong Rosenbloom," opening ..... at the ..... Theatre.



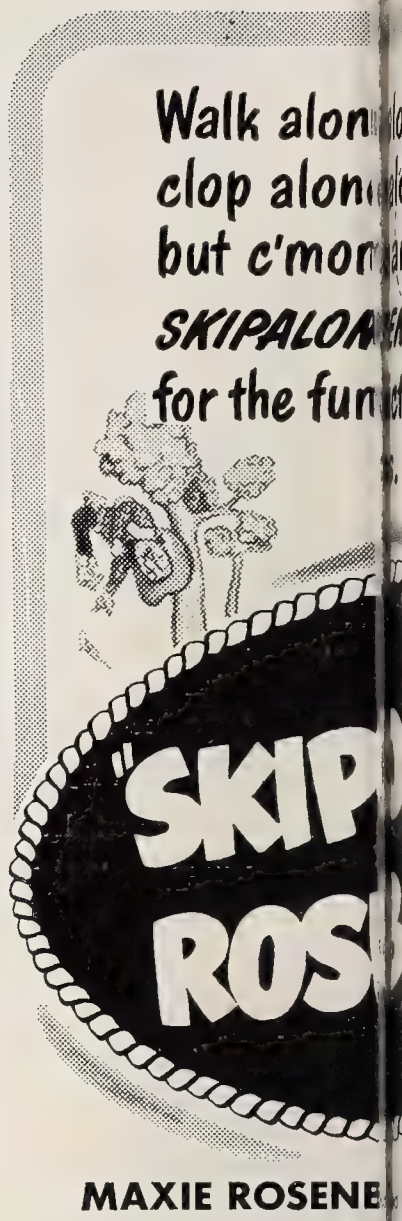
Mat 2B ***Still SR-33***

"Mort the Mortician" measures Maxie Rosenbloom while Hillary Brook looks on in this scene from "Skipalong Rosenbloom" which opens ..... at the ..... Theatre.



MAXIE ROSENBLOOM & MAX BAER in "SKIPALONG ROSENBLOOM"
with JACKIE COOGAN • FUZZY KNIGHT • HILLARY BROOK
Screenplay by Eddie Forman and Dean Riesner from An Original Story by Eddie Forman
Directed by SAM NEWFIELD • Produced by WALLY KLINE • Released through EAGLE LION

3 Col. Ad Mat 301—393 lines



MAXIE ROSENB
in "SKIPALON
with JACKIE COOGAN •
Screenplay by Ed
from An Origi
Directed by SAM NEWF
Released

3 Col. Ad Mat 302—300 lir

Walk along, run along



Released through EAGLE LION

2 Col. Ad Mat 204—56 line



UTILITY MAT

Use this mat for making your own ads, for displays and for throwaways

ORDER MAT 205







2 Col. Ad Mat 203—30 lines



2 Col. Ad Mat 202—150 lines



1 Col. Ad Mat 102—40 lines



2 Col. Ad Mat 201—98 lines



1 Col. Ad Mat 101—15 lines



The Cast

Skipalong Rosenbloom. "Slapsie" Maxie Rosenbloom

Butcher Baer.....Max Baer

Buck James.....Jackie Coogan

Sneaky Pete.....Fuzzy Knight

Square Deal Sal.....Hillary Brook

Caroline.....Jacqueline Fontaine

The Credits

Wally Kline Enterprises Inc. presents "Skipalong Rosenbloom", co-starring Maxie Rosenbloom and Max Baer. Screen play by Dean Reisner and Eddie Forman. Produced by Wally Kline. Directed by Sam Newfield. An Eagle Lion Classics release.

The Story

The town of Buttonhole Bend is in the clutches of the Butcher Baer gang who have killed every sheriff and robbed every bank in the territory. Brains of the gang is Square Deal Sal.

Skipalong Rosenbloom comes to town and is tricked into becoming sheriff. He falls in love with Miss Caroline, the village schoolmarm.

Skipalong finally corners Butcher Baer in Square Deal Sal's saloon, beats him up and corrals the gang. He then leaves Miss Caroline and rides off into the sunset in quest of new adventures.



Mat 1A **Still SR-55**

"Slapsie" Maxie Rosenbloom is the hero of the comedy Western, "Skipalong Rosenbloom," which opens ..... at the ..... Theatre.



Mat 1B **Still SR-41**

Max Baer co-stars with Maxie Rosenbloom in "Skipalong Rosenbloom," which opens ..... at the ..... Theatre.

Western Movies Spoofed In 'Skipalong Rosenbloom'

All the hokum and "corn" which have marked the screen Western since the early silent days are present in "Skipalong Rosenbloom," co-starring Maxie Rosenbloom and Max Baer, which opens ..... at the ..... Theatre—but this time it's all done for laughs.

Producer Wally Kline, who made the picture for Eagle Lion Classics release, screened more than 40 old Westerns along with Dean Reisner and Eddie Forman who wrote "Skipalong Rosenbloom." From these they have distilled dozens of standbys of Western producers and kidded them. In "Skipalong Rosenbloom" are the historic line "we'll cut 'em off at Eagle Rock," the gun battle where thousands of rounds and rounds are fired and no one gets hurt, the torrid chase, etc., etc.

"Slapsie" Maxie Rosenbloom, for whom the picture is titled, plays a cowboy called back to town to help his old uncle resist the crooked gang which is taking up a mortgage on the uncle's land which includes an old gold mine.

He is drafted by a crooked judge into becoming the sheriff of the town. No local men will take the job because "Butcher Baer" and his gang have wiped out scores of previous lawmakers. Max Baer is the "Butcher" and Hillary Brook plays the lady saloon keeper who is the "brains" of the mob.

Rosenbloom follows a gopher and discovers the lost mine. He is captured by the gang and tied up in a room filled with gunpowder. "Butcher Baer" laughs fiendishly as he lights a slow fuse and leaves the mine.

But Rosenbloom escapes and corners the "Butcher" in the saloon which sets the stage for the film's climactic fisticuffs. Rosenbloom gives up his girl to an upright local citizen, played by erstwhile child star Jackie Coogan and rides off to new adventures.

Sam Newfield directed.

Square-Shooter

A unique "prop"—a revolver which is actually a "square-shooter" is used in "Skipalong Rosenbloom," burlesque on Western films co-starring Maxie Rosenbloom and Max Baer, which opens ..... at the ..... Theatre.

Instead of being designed in the conventional round shape, the barrell of "Square-shootin' Sheriff" Rosenbloom's gun is a perfect square.

Champs!

"Skipalong Rosenbloom" should be a championship picture.

For Max Baer and Maxie Rosenbloom are the co-stars of this comedy burlesque of the standard Hollywood Western which opens ..... at the ..... Theatre.

Baer is a former heavyweight champion of the world and Rosenbloom was light heavyweight champion of the world for five years. The pair tangle in a barroom brawl as the climax of the picture.

Rosenbloom, Baer Fight Over Billing

"Slapsie" Maxie Rosenbloom and Max Baer would be one of the greatest nightclub comedy acts in show business save for one unfortunate difficulty—they keep breaking the act up because they can't decide who should get top billing.

The pair of former champion boxers have now transferred their clowning to the screen in "Skipalong Rosenbloom," a hilarious satire on the conventional Hollywood Western which opens ..... at the ..... Theatre.

Producer Wally Kline found that their feud had come along to Hollywood with them when he started work on "Skipalong Rosenbloom."

'Skipalong' Battle Uses Ex-Champs

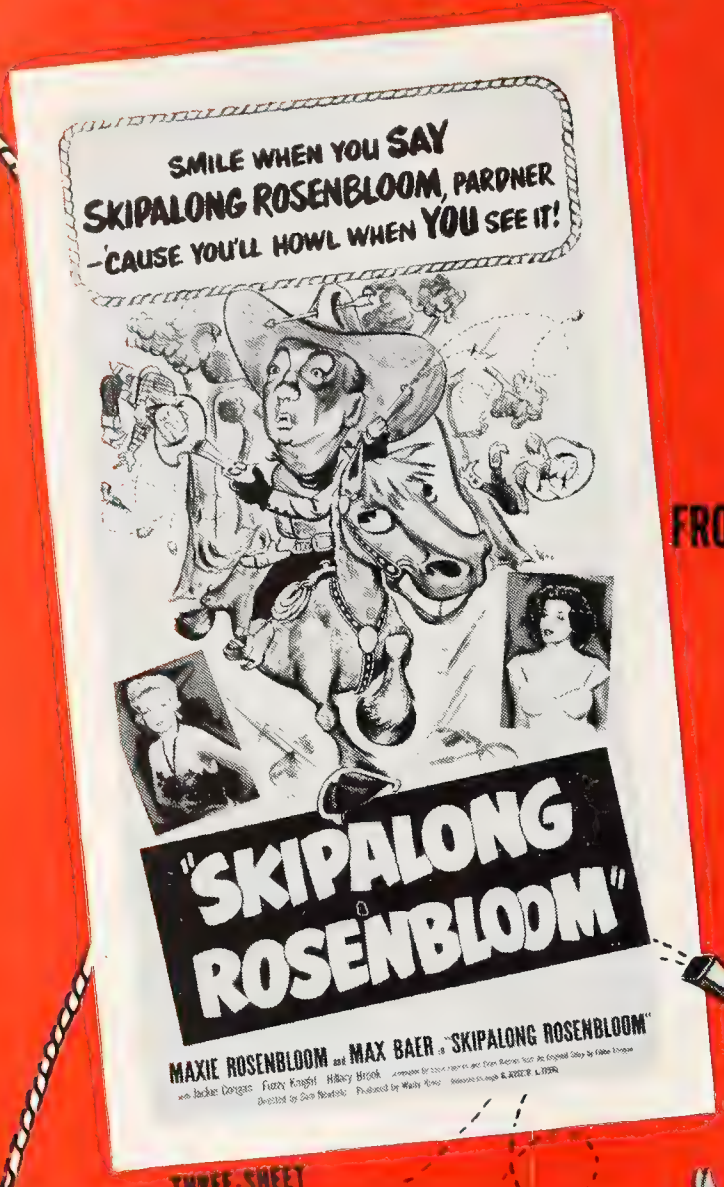
When two ex-champions of the world tangle in a barroom brawl with no holds barred the goings-on should be plenty exciting—and they were even though the brawl was staged as a climax to a motion picture.

The motion picture is "Skipalong Rosenbloom," opening ..... at the ..... Theatre, a spoof of Hollywood's standard Western plot and the fighters are Maxie Rosenbloom and Max Baer, who co-star in the Wally Kline production for Eagle Lion Classics release.

Result of the scrap is some of the most exciting footage ever filmed according to Director Sam Newfield.

POSTERS

ORDER ALL ACCESSORIES
INCLUDING SET OF EIGHT
11x14 LOBBIES
FROM NATIONAL SCREEN SERVICE



THREE-SHEET



ONE-SHEET



LOBBIES



22x28



INSERT CARD

Copyright 1951 by Pathe Industries, Inc. — Country of Origin U. S. A.

SIMPP

(*Continued from page* 1)

necessary for Arnall to spend time on the Coast in view of the abandonment of the New York office. His private law office is in Atlanta. Representatives here of SIMPP members discounted any suggestion that Arnall would not continue actively in SIMPP affairs.

At the forthcoming meetings on the Coast the board also will take formal action on the ratification of the new organizational set-up for the Council of Motion Picture Organizations, of which SIMPP is a charter member.

During Arnall's absence from New York, William B. Levy of the Walt Disney organization and a member of the Society's executive distribution committee, will represent SIMPP in the Italo-American film talks scheduled for March 28-April 5 here.

Although the lease on the New York office will expire April 30, little activity will take place there from April 1 until that time. Arnall's secretary at that location will leave April 1.

ELC Meeting

(*Continued from page* 1)

meeting are: William C. MacMillen, Jr., ELC president; Bernard G. Kranze, distribution vice-president; Milton E. Cohen, general sales manager; David Melamed, treasurer; Joseph Sugar, assistant to Kranze, and Charles Amory, head of the company's special "art" film sales unit. Kranze will preside.

Among managers who will attend are: Edward Heiber, Midwestern division manager; Harry Goldman, Chicago branch; Eugene Tunick, Indianapolis branch; Joseph Imhof, Milwaukee; Abbott Swartz, Minneapolis; James Velde, Detroit; Carl Olson, Des Moines; Bernard McCarthy, Kansas City; Fenton Lee, St. Louis.

'Loew Drive'

(*Continued from page* 1)

tion will be a competition among various territories for the best national campaign on the film.

William F. Rodgers, sales vice-president of Loew's Inc., has called upon the domestic field forces to coordinate and intensify their sales efforts on behalf of "Teresa."

Film Expenditure

(*Continued from page* 1)

way, it was said. The interim weighting is based on a sampling in seven cities.

One new factor in the new index not included at all in the old one is spending for television, put at 0.9 cents out of each dollar.

20th-Fox Decree

(*Continued from page* 1)

turn to the Coast late tonight or tomorrow morning, and will probably return here again next week or early the week after for the final sessions.

Winnipeg Board Elects

WINNIPEG, March 20.—The Winnipeg Film Board has elected the following officers for 1951: S. Gunn, president; S. James, vice-president; F. Davis, secretary, S. Pearlman, fire marshal; A. G. Levy, deputy.

Reviews

"I Was an American Spy"

(*Allied Artists*) *Hollywood, March 20*

AN ESPIONAGE drama, "I Was an American Spy" concerns an American woman who rendered invaluable service to her country in Manila during the Japanese occupation. *Reader's Digest* publication of the factual story appears to be the most reliable angle for exploitation. Produced by David Diamond, the film features Ann Dvorak as the heroine, with Gene ("Steel Helmet") Evans also on hand.

The production is documentary only at the beginning when General Mark Clark authenticates Claire Phillips' adventures and achievements, and at the end, when she is presented with a medal by a Presidential decree. Between these points it is handled fiction-fashion, not expertly enough to seem slick, and often ineptly enough to discount its factualistic impact. Possibly its authenticity will make up for shortcomings which would condemn a purely fictional picture to mild acceptances in most situations.

Miss Dvorak, a cafe entertainer in Manila, marries a soldier on the day after Pearl Harbor, and when he is killed by Japanese, she returns to her calling as a means of obtaining and transmitting to American Guerrillas in the hills information, supplies and services which the underground employs in its aid to Allied Forces. The picture shows chiefly her narrow escapes from detection, and finally her exposure, arrest and conviction. Rescue forces arrive two years later. Douglas Kennedy, Richard Loo, Philip Ahn, Leon Lontoc and Marya Marco provide the principal support.

Lesley Selander directed from a screenplay by Sam Roeca, who may have been handicapped by having too much factual material to work with. Ben Schwald was associate producer.

Running time, 85 minutes. General audience classification. Release date, April 15.

"Silver City Bonanza"

(*Republic*)

ALL of the necessary ingredients that make up a superior Western are present in "Silver City Bonanza." Associate producer Melville Tucker and director George Blair have made the most of the several situations involving a pretty girl, some cute children, intelligent animals, hard-riding cowboys and secret treasure, all written into Bob Williams' script. Songs by Rex Allen and a dance number by Buddy Ebsen and young Alix Ebsen liven up the action still further.

Rex Allen and his buddy dancer Buddy Ebsen, are hunting the murderer of Ebsen's blind brother when they come upon a lady in distress, in the person of Mary Ellen Kay. A gang of range hoodlums are trying to drive Miss Kay and her young brother and sister from her ranch. Allen and Ebsen agree to help fight off the bandits, and they soon discover that Miss Kay's enemies not only are the murderers of Ebsen's brother, but they are also seeking a treasure of Spanish silver buried in a lake on Miss Kay's ranch centuries ago. Allen and Ebsen trap the gang and their deep-sea diver as they are about to steal the treasure. With the help of Duke, a photogenic dog, Allen and his sidekick soundly trounce the badmen. Miss Kay gets the treasure, and, possibly, hero Rex Allen.

Running time, 67 minutes. General audience classification. March release.

AMPA, 'Tribune' Guests

Members of the Associated Motion Picture Advertisers, at the invitation of the New York *Herald Tribune*, will tour the newspaper's plant next Tuesday, following a cocktail party at the *Tribune's* dining room, Harry K. McWilliams, AMPA president, announces.

Trade Paper Salute April 12

The luncheon salute to film trade paper publishers, originally planned for March 28, has been postponed until April 12. Luncheon chairman Si Seadler's forthcoming trip to the Coast with William Rodgers, M-G-M distribution vice-president, who is scheduled to be the main speaker at the luncheon, caused the change in the date.

'Cyrano' Release

(*Continued from page* 1)

Katz, has closed a deal with Columbia for the release of 16 pictures, has not nor is it expected to affect Schaefer's status with Kramer Productions and Kramer Distributing Corp. Moreover, Myer Beck is expected to continue as Eastern advertising-publicity director and vice-president, respectively, of those two companies, the Columbia deal notwithstanding.

New Mexican TV Station

MEXICO CITY, March 20.—Installation has been advanced here of what is claimed to be Latin America's largest television station, XEW-TV, to be owned by Emilio Azcarraga, exhibitor and radio station operator. It will have a 500-foot tower and antenna and a five kwt. General Electric transmitter.

Allied Bidding Plan

(*Continued from page* 1)

ports that he would go to New York shortly to discuss arbitration, he did say that "I don't go up (to New York) on just one special project. If I went up, I would want to discuss every proposition in my basket."

Distribution Officials

Distribution officials in New York said Monday that Myers had written recently that he would be glad to discuss arbitration in accordance with the authorization given him by Allied's board, and that a meeting with distribution attorneys was expected to be set within the next 10 days.

There have been some rumors that Allied fears distributors will try to swap an agreement on changes sought by Allied in the competitive bidding provisions for an agreement by Allied to enter into an arbitration system.

Encounters New TV Film Hazard

Boston, March 20.—George Cukor, Garson Kanin and Ruth Gordon are here shooting exteriors for their forthcoming picture, "Years Ago," which will star Spencer Tracy.

Cukor said filming will require a lot of planning and "we will have to bend the cameras a lot to avoid getting television aerials on the rooftops into our backgrounds."

The story takes place in 1914.

Skiatron Airs

(*Continued from page* 1)

circuit demonstration at the WOR-TV transmitter in North Bergen, N. J., yesterday morning and then went to Skiatron's laboratory here to view an over-the-air demonstration on WOR-TV. The telecast was alternately "scrambled" and clear, with a decoder at the laboratory able to clear the program by inserting a punched card into the decoder.

Meanwhile, the press watched the same telecast at the Hotel Pierre, but as no decoder was used on the receiver the telecast was scrambled at the transmitter. An announcer explained how "Subscriber-Vision" works and then demonstrated the scrambled image in a sequence of golfing instruction and in a short film. Only the image was scrambled but a Skiatron spokesman said the sound could also be distorted.

It was pointed out that the Skiatron's system of pay-as-you-see television does not need the cooperation of the telephone company to clear its signal and that the decoding device, a punched card such as used in office tabulating machines, could be used to collect data as well as fees for the programs.

Skiatron's sopkesman would venture no prediction as to the cost of the decoder, the fees to be charged or the division of profits from any film or stage play telecast. These questions await action by the FCC in first authorizing a test and then authorizing the use of the system on a commercial basis, he said.

Sears Drive Plans

(*Continued from page* 1)

district managers urged an all-out effort stating, "I am more interested in the success and future of United Artists than I have ever been in my 10 years of association with company."

Meanwhile, UA's advertising department under Max Youngstein, vice-president and national director of advertising-publicity, and Francis Winikus, ad manager, have prepared special promotional material which is already in all UA branches around the country. The drive will extend for nine weeks, winding up on June 2. Canada will have its own drive with proportionate prizes.

H.E. Balaban House Shut

DETROIT, March 20.—The 3,700-seat Downtown Theatre has been closed "temporarily." The Downtown is run by H. E. Balaban of Chicago who also operates the first-run 1,800-seat Adams Theatre here.

Turn People into Patrons

with

FRAMED Displayaways

FIVE distinctly DIFFERENT FRAMED and *Showmanized* patron-provoking DISPLAYAWAY styles . . . that go out and sell your attractions from Store Windows and Counters . . . Hotel Lobbies and Terminals . . . wherever there are PEOPLE who should be coming to your theatre!

Colorful DISPLAYAWAYS in beautiful, specially-built FRAMES! An innovation in *away-from-theatre* showmanship . . . that will *pay off* at the BOX OFFICE!

- *See them at your nearest N.S.S. exchange or ask your N.S.S. salesman.*







Your BOXOFFICE is Only as good as your SHOWMANSHIP!

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 69. NO. 56 NEW YORK, U. S. A., THURSDAY, MARCH 22, 1951 TEN CENTS

Asks Industry Service Basis For Seniority

Blanket Pension Plan Is Envisaged for Workers

The extent to which film industry labor shifts from company to company is such that there is a strong need for all-embracing pension and welfare plans tied to a principle of industry seniority as contrasted with the practice of observing seniority rights as existing only within individual companies.

This proposal comes from John J. Francavilla, president of the IATSE Laboratory Technicians Local No. 702 of the East, along with the disclosure that the unit will have pension and welfare possibilities in mind when negotiations for new contracts are begun here in mid-April. The local's existing two-year contracts will expire on June 19.

Francavilla pointed out that some companies, such as Loew's and RKO,

(*Continued on page* 4)

10 Films on Warner Meeting Agenda

Ben Kalmenson, Warner Brothers' vice-president in charge of distribution, will preside over a two-day meeting of the company's district managers to be held in the home office on Wednesday and Thursday, March 28-29. Purpose of the meeting is to discuss plans for 10 Warner releases for the spring and summer months.

(*Continued on page* 4)

Realart Meeting on Product and Policy

Realart Pictures is currently holding a series of meetings here, to run through tomorrow, for its home office executives and distribution franchise holders from the field. On the agenda are general approaches to sales, product and advertising policy and procedure.

Attending the meetings are the following: Jack Broder, Realart president and board chairman; Budd Rogers, vice-president in charge of sales and distribution; Carroll Puciato, general manager in charge of exchange operations; William Schulman, director of advertising and publicity; Al

(*Continued on page* 2)

MMPTA the 9th to Okay COMPO Plan

The Metropolitan Motion Picture Theatres Association yesterday became the ninth of the Council of Motion Picture Organizations' charter members to ratify the new governing structure for the all-industry agency. Edward N. Rugoff, MMPTA president, announced the ratification following an MMPTA board meeting here. Only the Theatre Owners of America out of the 10 COMPO charter members has yet to formally ratify. The Society of Independent Motion Picture Producers acted yesterday.

Meyers Heads U. A. New York District

Fred Meyers has been named United Artists New York-Metropolitan district manager and circuit sales head, by William J. Heineman, UA's distribution vice-president. Meyers will assume his new post on Monday.



Fred Meyers

Meyers, a veteran film executive, joins United Artists after 20 years in the business, associated primarily with RKO Theatres and Universal-International. He entered the industry in 1929 with RKO Theatres, where in 1938 he became general manager of the RKO Film Booking Corp. and chief buyer for the RKO theatre circuit. In 1941, he moved over to Universal-International as Eastern sales manager.

Capra, Paramount Sever Contract

HOLLYWOOD, March 21. — Frank Capra and Paramount have agreed to a cancellation of his producer-director contract, effective on the completion of the editing of the Bing Crosby starrer, "Here Comes the Groom."

The Capra contract with Paramount was entered into when Liberty Pictures, in which Capra was a partner with George Stevens, William Wyler and Sam Briskin, joined Paramount in 1949. It had one more picture to go.

Revenue on Upturn For ELC, Meeting Told by MacMillen

Pointing out that Eagle Lion Classics' records show a significant upturn in revenue in recent months, William C. MacMillen, Jr., company president, yesterday told a meeting here of Midwestern division branch managers that the product line-up for the future indicates that favorable returns will continue for ELC.

MacMillen outlined for the meeting the pictures which the company will release through the summer and into the fall. Bernard G. Kranze, distribution vice-president, presented an analysis of product which will be handled from March through June. Current sales and distribution problems pertaining to current releases were explained by Milton E. Cohen, general sales manager. Other speakers yesterday included Howard LeSieur, advertising-publicity director.

The Midwestern division meeting will continue through today and tomorrow the Southern unit meets.

$14½-Million Take For 'Delilah': Para.

Paramount predicts a worldwide gross "well over" $14,500,000 from Cecil B. DeMille's "Samson and Delilah," based on income "currently rolling in from abroad," the company disclosed here yesterday.

Grosses abroad "have ranged from 200 to 300 per cent of average wherever the picture has been shown so far in Europe, Asia and the Far East, Latin America and the West Indies," according to Paramount officials.

"On this side of the Atlantic and North of the Rio Grande, the film is expected to rank as one of the top money-makers of all time," Paramount said.

Kan.-Mo. Assn. Sets Meet for April 25

KANSAS CITY, March 21.—The board of directors of the Kansas-Missouri Theatre Association today set April 25 for the one-day spring meeting of the association at Kansas City. Edward Kidwell, Lawrence, Kansas, was designated chairman of the convention committee.

The program will be primarily for conventional theatre operators, a drive-in conference having been held recently, but drive-in exhibitors will attend. Director R. R. Biechele, of Consolidated Agencies, Inc., and vice-president C. E. Cook, Maryville, Mo., will attend the TOA meeting in Washington on April 4-6.

'Reds' Did Not Try to Slant Films: Parks

Was Communist in Early '40's but Quit, He Says

WASHINGTON, March 21.—Admitting that he had been a Communist Party member in the early 1940's, actor Larry Parks told the House Un-American Activities Committee today that he knew of no attempt by the Communist Party to influence writers and actors to slant motion pictures.

In response to questioning by Rep. Walter (D., Pa.), Parks said that neither he nor anyone he knew was ever at any time instructed to "influence the thinking of the American people," and told Walter that "if you go to the movies at all I think it's almost evident that this was not done."

Parks was the opening witness in a series of hearings which, committee counsel Frank Tavenner said, "is designed to accomplish the same results

(*Continued on page* 5)

Industry Tribute To Walsh April 10

A dinner honoring Richard Walsh, president of the IATSE, will be held by leaders of the industry at the 21 Club here on Tuesday, April 10.

Sponsored by the distribution companies' general sales managers' committee, the dinner-tribute to Walsh "is for his inspiring work on behalf of the Will Rogers Memorial Hospital of which he is a vice-president and member of the board of directors," said A. Montague, chairman of the

(*Continued on page* 2)

SIMPP Ok's Compo; To Retain NY Office

HOLLYWOOD, March 21. — The executive committee of the Society of Independent Motion Picture Producers today ratified the new top-level set-up proposed for the Council of Motion Picture Producers and denied reports that it would close its New York office.

Gunther Lessing presided at the meeting in the absence of SIMPP president Ellis G. Arnall. Reports

(*Continued on page* 2)

Upstate Meets to Aid 'Rogers' Drive

Two more field meetings, one in Albany and the other in Buffalo, will be held on behalf of the Will Rogers Memorial Hospital fund raising campaign next week, it was announced here by Nicholas J. Matsoukas, campaign director.

The Albany meeting, arranged by D. R. Houlihan of 20th Century-Fox, Charles Smakwitz of Warner Brothers, and S. Ullman of Fabian Theatres, will be held on Monday night. Matsoukas will go to Albany to address the meeting and, at the same time he will show "The Germ and I," a Will Rogers Memorial Hospital 11-minute short depicting the work of the hospital.

The second field conference, to be held in Buffalo, on Wednesday, will be held under the chairmanship of Elmer Lux, general manager of Darnell Theatres.

Tax Bill Awaits Dewey's Action

ALBANY, N. Y., March 21.—Governor Dewey has before him a measure suspending until July 1, 1962, the time when cities of less than 25,000 population may impose an admission tax. The bill is favored by the film industry.

Schilz Joins NPA as Small Business Aide

WASHINGTON, March 21.—Harold Schilz, Washington attorney who has handled many cases in the film industry, is on leave from the law firm of Clagett and Schilz to serve with the National Production Authority as an adviser on small business-men's problems.

Krim Will See the Press

The plans and program of United Artists will be explained to the trade press tomorrow by Arthur B. Krim, company president, in his first meeting with reporters en masse since he became UA's chief executive last Feb. 20.

'Universe' to Open Today

Bert Lahr, Joyce Matthews and "Slapsie" Maxie Rosenbloom will make personal appearances at the New York Palace Theatre today in connection with the opening of Eagle Lion Classics' "Mr. Universe."

'Tales' Set in Chicago

CHICAGO, March 21.—"Tales of Hoffman," distributed in the U. S. by Lopert Films Distributing Co., headed by Ilya Lopert, will have its two-a-day, reserved seat engagement here at Lopert's Ziegfeld Theatre, starting April 17.

Hope Aids Cancer Drive

Bob Hope, star of Paramount's "The Lemon Drop Kid," will head a special talent show at the New York Paramount Theatre on April 18 in behalf of the Damon Runyon Cancer Fund.

Personal Mention

SID BLUMENTOCK, advertising manager of Paramount, was feted by office associates at a luncheon at Toots Shor's here yesterday on the occasion of his birthday.

•

IRVING BLUMBERG, assistant director for Warner Theatres, Philadelphia, and MRS. BLUMBERG announce the birth of a daughter, their first child, at Women's Homeopathic Hospital in that city.

•

BASIL T. WEDMORE, recording engineer of Western Electric Co., Ltd., London, for over 20 years, has arrived here to take up new duties as commercial recording engineer with Westrex Corp.

•

DICK PITTS, editorial director of the Council of Motion Picture Organizations, will address the sociology class of Wellesley College, Wellesley, Mass., today.

•

BEN GOETZ, M-G-M production head in England, is due to arrive here tomorrow from the Coast before sailing next Tuesday for London.

•

GAEL SULLIVAN, Theatre Owners of America executive director, will return to New York today from Washington.

•

JACK A. SIMONS, formerly manager of Loew's Poli, Hartford, is now managing the Barry Theatre, Pittsburgh, Pa.

•

AL SCHUMAN, general manager of Hartford Theatres, and MRS. SCHUMAN are back in Hartford from Miami Beach.

•

PHIL GRAVITZ, M-G-M New Haven manager, was here yesterday for home office conferences.

MAX E. YOUNGSTEIN, advertising-publicity vice-president of United Artists, celebrated a birthday yesterday.

•

JOHN E. CARRIER, associate of Ted Malone in radio and television, and son of C. EDWARD CARRIER of Hollywood Enterprises, here, will be married on March 31 to GLORIA SEABROOK at St. Margaret's Roman Catholic Church at Riverdale, N. Y.

•

JOSEPH SMITH, special representative for Robert Lippert, was in Atlanta recently to visit the Lippert branch. NELSON TOWLER, Lippert's Atlanta manager, has returned there after visiting Lippert's Memphis office.

•

GEORGE BREAKSTON and C. RAY STAHL, producers, have gone to Washington from New York to arrange passports for their unit personnel to return to Japan.

•

SAL ADORNO, general manager of Adorno-Middletown Theatres, Middletown, Conn., and MRS. ADORNO have returned from a vacation at West Palm Beach, Fla.

•

FRANK COLLINS, general manager of Chakeres Theatres, Inc., Springfield, O., visited Louisville, Ky., recently.

•

JOHN K. HILLIARD, chief engineer of Altec Lansing Corp., has arrived here from Hollywood.

•

FORD TRACEY, executive director of the Ohio Theatre, Louisville, has returned there from a Florida vacation.

•

TONY LAURIE, Columbia booker in Cleveland, has joined the Prudential Life Insurance Co. there.

50 Technical Reports For SMPTE Meet

Industrial, medical, and military applications of motion pictures and television, as well as their more familar uses for entertainment, will be explored in more than 50 technical reports on new equipment and techniques to be presented at the 69th semi-annual convention of the Society of Motion Picture and Television Engineers, to be held at the Hotel Statler, New York, from April 30 to May 4. William C. Kunzmann is convention vice-president of the Society.

Realart Meeting

(*Continued from page* 1)

Broder, coordinator of sales and advertising; Si Lipson, secretary and treasurer; and the following franchise holders: John Mangham, Atlanta; Don Swartz, Minneapolis, Milwaukee; Jack Zide, Detroit; Bernie Mills, Washington; Harold Schwartz, Dallas; J. D. Jernigan, Memphis; Max Roth, Chicago; George Phillips, St. Louis; Nelson Wax, Philadelphia; Joe Felder, and Moe Kerman, New York; Joe Levine, Boston; Manny Stutz, Cleveland.

Device Knocks Out Radio Commercials

A device to eliminate commercials automatically at the receiver and a new portable television camera and transmitting unit, designed to be operated in the field by one man, were among the innovations introduced here yesterday at the Institute of Radio Engineers' convention. RCA developed the 53-pound TV unit and Dr. R. Clark Jones of Polaroid Corp. invented the former.

Robert C. Sprague, president of the Radio-Television Manufacturers Association, was the principal speaker at the annual IRE banquet last night at the Waldorf-Astoria. The convention and exhibit concludes today.

Refuses to Curb Drive-ins

BOSTON, March 21.—The Joint Legislative Committee on Mercantile Affairs has disapproved a bill that would restrict the building of drive-in theatres within 2,000 feet of a church or school.

BOSTON, March 21.—The 1951 Greater Boston drive-in theatre season will get under way with the reopening of the Natick Drive-in on Sunday.

Paramount Palsy Production Ready

Paramount has completed a short Technicolor film, "The House on Any Street," starring Cecil B. DeMille, to be shown in theatres throughout the country in connection with the annual drive of the United Cerebral Palsy Associations which will start in April.

DeMille appears in the film and serves as commentator. Also appearing are Paramount players Joan Taylor, Mary Murphy and Michael Morehouse, and five children from the Orthopedic Hospital, where part of the production was filmed.

Forms TV National Booking Agency

Unity Television Corp. has been organized to serve as a national booking organization for producers and owners of motion picture television rights, it was announced yesterday by Arche Mayers, president of the new company.

The new TV organization, with executive offices here in the Paramount Building, has appointed Robert Wormhoudt national sales director and Connie Lazar as national program director. Wormhoudt was formerly sales manager of Standard Television Corp. and Lazar was formerly television director of Film Equities Corp. Sid Weiner, formerly with Films International, was named TV booker.

Tribute to Walsh

(*Continued from page* 1)

sales mangers committee.

Robert O'Donnell, of Dallas, president of the Memorial Hospital, will be toastmaster at the dinner. Also attending will be company presidents and executives of theatre circuits in the New York Metropolitan area.

The committee in charge of the testimonial dinner consists of Montague, as chairman; George Dembow, National Screen Service; Charles Feldman, Universal-International Pictures; Morey Goldstein, Monogram Pictures; James Grainger, Republic; William Heineman, United Artists; Ben Kalmenson, Warner Brothers Pictures; Bernard Kranze, Eagle Lion Film Classics; Robert Mochrie, RKO Pictures; William F. Rodgers and Charles Reagan, M-G-M; Al Schwalberg, Paramount, and Andy W. Smith, Jr., 20th Century-Fox.

SIMPP Okays Compo

(*Continued from page* 1)

stemming from a SIMPP spokesman in the East that the organization would vacate its quarters in the International Building, Rockefeller Center on April 30, with the expiration of the lease, were denied. The committee said, in part, "Now more than ever before a vigorous fighting organization is necessary to preserve the rights of independent producers and we will continue with all facilities necessary to continue this work both in Hollywood and New York."

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The Showman's Spring song!

WARNER BROS.

LULLABY OF BROADWAY

COLOR BY TECHNICOLOR



STARRING

DORIS DAY ☆ GENE NELSON

ALSO STARRING
S. Z. SAKALL ☆ BILLY DE WOLFE ☆ GLADYS GEORGE ☆ DIRECTED BY DAVID BUTLER ☆ PRODUCED BY WILLIAM JACOBS

Written by EARL BALDWIN
Musical Direction by Ray Heindorf

And.. A NEW SELLING IDEA!!

The day you open becomes

Doris Day's DAY!

ON THE AIR!! IN THE PAPERS!! IN THE STORES!! IN THE NEWSREELS!!

For your opening-day a merry box-office sendoff that makes a gala plus for your campaign. Watch the way it works at the Palace, Cincinnati March 28!

$9-Million 1-Year Rise in Canada's Theatre Receipts

OTTAWA, March 21.—A rise of $9,000,000 in motion picture theatre receipts in a single year is reported for Canada.

Latest annual report issued by the Canadian government discloses that in 1949 gross theatre receipts increased to $78,559,779, compared with $69,657,248 in the previous year and $62,865,279 in the year before, not including amusement taxes.

The report says Canadian theatres numbered 2,200 in 1949, with 324 new theatres, 12 theatres re-opened and 86 theatres closed, involving a net change of a gain of 250 from the previous year. With an increase in the number of theatres, the seating capacity in nine provinces rose six per cent from 930,491 seats in 1948 to 988,893 in 1949, Newfoundland figures being included for the first time in 1949 and bringing the capacity to 1,004,849 for all of Canada.

Theatre Attendance

Attendance at theatres continued to rise, too, but to a lesser extent than receipts. Paid admissions in 1949 numbered 230,333,513 in the nine provinces, 3.5 per cent higher than 1948 admissions which totaled 222,459,224, Newfoundland theatres accounting for an additional 2,655,032 admissions. The increase in admissions did not keep pace with the increase in the number of seats available, with the result that the average capacity utilized amounted to 30.7 per cent of the potential capacity of 757,750,803 in 1949, compared with 32.8 per cent in 1948.

Taxes collected by theatres declined from $13,626,188 to $12,616,789 in 1949. Taxes in 1949 did not include the Federal amusement tax for the first full year. The average admission price without taxes rose from 31.3 cents in 1948 to 33.7 cents in 1949.

Motion picture theatres provided employment in 1949 for 15,533 persons, of whom 1,800 were proprietors or family members. Paid employes, including executives of incorporated companies, numbered 13,733 and drew salaries and wages amounting to $14,590,459 during the year.

Additional Data

Of the total number of theatres, 1,238 were open for a full week, 256 others had performances on from three to five days per week, while the remaining 706 were in operation only one or two days weekly.

Almost 30 per cent of all theatres were units of chain organizations which operated four or more theatres and over one-fifth of all theatres were in the "20-theatres-and-over" class. Chain theatres accounted for 70 per cent of receipts and 68 per cent of admissions.

The per capita expenditure on motion picture entertainment in Canada amounted to $6.89 in 1949, an increase of six per cent over 1948 when Canadians spent an average of $6.50 per person on film attendance. Biggest average film spenders were in Ontario with $8.94 in 1949 and in other provinces: British Columbia, $8.59; Alberta, $6.77; Manitoba, $6.20; Quebec, $5.74; Nova Scotia, $5.38; Saskatchewan, $4.67; New Brunswick, $4.44; Prince Edward Island, $3.82; Newfoundland, $2.69.

Reviews

"Kon-Tiki"

(Sol Lesser Productions—RKO Pictures)

A BOOK that has been well established on best-seller lists for some time now is brought to the screen, title unchanged, as a documentary rich in adventure and information. The wide attention given the book should be reflected in what this picture earns, providing of course the exhibitor exerts adequate effort in the direction of exploitation. Reciting the almost unbelievable experiences of six men on a raft in that region of pristine beauty called the Polynesian Islands, this is the sort of film that lends itself well to the exercise of imagination in behalf of theatre-front exploitation.

"Kon-Tiki" is the name of a wooden raft used by six Scandinavian scientists headed by Thor Heyerdahl, to make their 101-day journey from South America to the Polynesian Islands. The purpose of the expedition was to prove Heyerdahl's theory that the islands were populated from the East —or Peru, to be specific—rather than from the West as has been the theory. Heyerdahl then decided to make a study of the wind and tide in the Pacific, and by simulating conditions as closely as possible to those he theorized the natives traveled under, set out on the voyage. The camera—using motion pictures and some stills—takes the audience through the preparations for the voyage, the sendoff, and the adventures encountered while the men were at sea.

It goes without saying that this material is exciting. Ben Grauer's commentary and the beginning of the picture is intelligently handled. The narration is taken over later by Heyerdahl himself who describes the conditions the men lived under, how they correlated the scientific data, their encounters with whales and sharks and other beasts of the deep, and finally the destruction of their craft as they land on one of the islands.

The only fault to be found is that technically the camera work leaves much to be desired. However, when it is realized the conditions under which the film was made, audiences will no doubt take this as adding to the realism and overall effect. The picture was produced by Olle Nordemar with incidental music provided by Sune Waldimir. Participating in the expedition were Heyerdahl, Knut Haugland, Erik Hesselberg, Torstein Raaby, Herman Watzinger and Bengt Danielson.

Running time, 72 minutes. General audience classification. For April release.

"Insurance Investigator"

(Republic Pictures)

THE tale implied by the title of this production has been told before. The net results are sufficiently suspenseful in this instance to hold a fair amount of interest as it unreels the old "crime does not pay" lesson from a double-indemnity insurance payoff racket. William Lackey was associate producer, George Blair directed, and Gertrude Walker wrote the screenplay, from an original story by herself and Beth Brown.

The story becomes activated when the partner of John Eldredge dies an apparently accidental death, with Eldredge named beneficiary of the double-indemnity policy. Since this is the fourth such death in the San Marlo, Cal., area, the insurance company becomes suspicious and assigns Richard Denning to investigate. The partner's daughter, Audrey Long, cooperates in the investigation. Denning joins Eldredge's firm as a salesman, and soon starts closing the trap on the guilty Eldredge when gamblers behind the insurance racket kill the latter, making his death appear to be a suicide, this, of course, to protect themselves. Denning finally gets definite evidence on the gang after they kill another man for his insurance. Kidnapped by the mob, Denning is rescued by police after a wild chase and running gun battle. In the end, investigator Denning gets the culprits, and the attractive Miss Long, as well.

Others in the cast are: Hillary Brooke, Reed Hadley, Jonathan Hale, Roy Bancroft, Wilson Wood, William Tannen, Phillip Pine, Crane Whitley, Ruth Lee, Patricia Knox, M'liss McClure and Maurice Samuels.

Running time, 60 minutes. General audience classification. Release date, March 23.

"Footlight Varieties"

(RKO Pictures)

VAUDEVILLE has slowly been returning to some theatres and now RKO in films has done something about its return in "Footlight Varieties," a spirited revue that has entertainment for everyone, as well as good name value for the marquee, including Jack Parr, the Sportsmen quartet, Red Buttons, Leon Errol, Frankie Carle the Harmonicats, and others. George Bilson produced and Hal Yates directed. The Leon Errol screenplay was written by Yates and Felix Adler.

Jack Parr is a Master-of-Ceremonies, over smooth comedy, music and dancing. Particularly noteworthy are a comic monologue by Buttons, a madcap rhumba by Parr and Grace Romanos and a burlesque of television by Weegee's trick photography.

Running time, 61 minutes. General audience classification. For April release.

Technicolor Dividend

The board of directors of Technicolor, Inc., have declared a dividend of 50 cents per share, payable on April 16 to stockholders of record on March 30.

Services at Theatre

OKLAHOMA CITY, March 21.—The Criterion Theatre here, under the auspices of the Oklahoma City Council of Churches, is holding daily Holy Week services for downtown workers.

Pensions

(*Continued from page* 1)

have pension or welfare programs, while others have none or only have group life insurance plans. It is not uncommon, he said, to find one company luring to its fold the workers of another. Thus, there are a number of instances where a worker has devoted a full 25 or 30 years to the industry but may have no more than five or 10 years continuous service with a single company by the time he reaches the age of 65, Francavilla explained. Under present company-operated pension plans, he reminded, such a worker is not entitled to retirement benefits, his service to the industry notwithstanding.

The Local 702 president said he hoped there could be worked out soon an industry-wide plan under which either the various union locals or the companies, or both jointly, would collectively support a pension program. Recently, IATSE New York Projectionists Local No. 306 succeeded in negotiating a union-management pension-welfare plan covering the larger theatre circuits here.

Francavilla deplored the rise in the cost-of-living since 1949 and that seemed to indicate that the local would ask for pay increases at the forthcoming negotiations.

Warner Meeting

(*Continued from page* 1)

Among the productions to be discussed are: "Only the Valiant," starring Gregory Peck; "I Was a Communist for the FBI," starring Frank Lovejoy; "Goodbye, My Fancy," Joan Crawford, Robert Young and Frank Lovejoy; "Along the Great Divide," Kirk Douglas and Virginia Mayo; "Inside the Walls of Folsom Prison," David Brian and Steve Cochran; "Strangers On a Train," Alfred Hitchcock production, starring Farley Granger, Ruth Roman and Robert Walker; "Fort Worth," in Technicolor, starring Randolph Scott, Phyllis Thaxter and David Brian; "Captain Horatio Hornblower," in Technicolor, starring Gregory Peck and Virginia Mayo; "Jim Thorp—All American," starring Burt Lancaster, and "Streetcar Named Desire," starring Vivien Leigh and Marlon Brando.

District managers who will attend the confabs will be Norman J. Ayers, Eastern; Robert Smeltzer, Mid-Atlantic; Harry Seed, Midwest; Hall Walsh, Prairie; W. O. Williamson, Jr., Atlanta; Doak Roberts, Southwestern; Henry Herbel, West Coast, and Haskell Masters, Canada.

Home office executives who will attend include Albert Warner, Samuel Schneider, Mort Blumenstock, Norman H. Moray, Roy Haines, Jules Lapidus, Jack Kirby, Ed Hinchy, I. F. Dolid, Bernard Goodman and Robert McGuire.

A 'Day' for Doris Day And Warner's 'Lullaby'

CINCINNATI, March 21.—Warner's Doris Day will be honored with a special "Doris Day Day" here, her home town, on Wednesday, March 28, on the opening of Warner's Technicolor production of "Lullaby of Broadway," in which she co-stars with Gene Nelson, at RKO's Palace Theatre. Coverage of the day's events include the cooperation of newsreels, radio, television and newspapers, which have already begun heralding the planned activities.

'Red' Hearings

(*Continued from page* 1)

for the entertainment field as for labor and others—to ascertain the extent of past and present Communism in the field." The committee hoped, he said, that anyone who had made the mistake of being a Communist in the past "would have sufficient courage and loyalty to make a complete disclosure of all Communist activity."

Parks admitted he had been a Communist Party member from 1941 to 1944 or 1945 but declared he now regarded the movement as "subversive" and that he would defend the U. S. if it were attacked by Russia.

Two other witnesses—Gale Sondergaard and Howard Da Silva—refused to answer committee questions as to whether they were now or ever had been Communist Party members and questions on their affiliations with a long list of organizations and associations. Both declined in all cases on the grounds it would incriminate them. They were on the stand only briefly.

By their action, the two opened the way for possible contempt citation by the committee and also action by the industry to bar them from further employment.

After today's session, the committee recessed its hearings until April 10. It said it would announce in about a week the witnesses slated for then. About 30 other film and radio workers are under committee subpoena.

Much of today's session was taken up by quiet sparring between Parks and the committee as to whether the actor should name persons he knew as members of his Hollywood Communist cell. Parks said his reluctance to do so, was based on his belief that such an act would be unjustified, that the committee already had any names he could give, and that these people were misguided like himself and had long since left the party.

As part of his unwillingness to give names of Communists with whom he had associated in Hollywood, Parks explained his feeling that to do so would be unfair to "a great industry." To do so at this particular time, he continued, "would be like taking pot shots at a wounded animal." He said that the industry was not in as good shape financially as it had been and that "it has an important job to do." "It calls attention to certain evils as well as entertains," he said and pointed out that "when the country needed help the industry was always in the forefront."

Asked by the committee if the Communist Party hadn't attempted to set up a "hard core" of actors and writers in Hollywood to slant pictures, Parks firmly denied any knowledge of such an effort. He also pointed out to the committee that it would be impossible to carry out such a program.

"As an actor it's impossible to do this," he said, explaining that an actor has to follow the script which is given to him. And scripts, he said, pass through too many hands to be open to such influence.

At the close of today's session, however, the committee went into executive session, and according to a committee member, Parks gave them four or five names. None of these names were new to the committee, the member said, but the committee appreciated the actor's cooperation.

Speaking before a crowded room, although in the absence of newsreel and television cameras, Parks said he had joined the party because of "youthful idealism" but that his interest "petered out" and he left the party in 1944 or 1945. He called himself a "bad Communist" stating he had attended very few meetings. Committee questioning brought out the fact that all members of the cell he joined were actors, but he denied that Hollywood actors or writers belonged to any particular group within the Communist Party.

Parks said he would not apologize for what he termed a youthful "mistake in judgment," but said he doubted he would now be allowed to continue his film career.

"As an actor," he declared, "my activity is dependent on the public. To be called before the committee at its request carries a certain inference and innuendo that I am not loyal to this country. This is not true. But the inference and innuendo are there."

MPAA Officials Refuse Comment on Parks' Future

WASHINGTON, March 21.—Officials of the Motion Picture Association of America would not comment today on Larry Parks' prediction that his appearance meant the end of his Hollywood career. Nor would they indicate anything as to the industry future of Gale Sondergaard and Howard Da Silva. The best speculation has been that witnesses refusing to cooperate with the committee would be barred from further employment, while those who aided the investigation would continue with the industry.

2 Congressmen Hope Industry Will Not 'Retaliate' Against Parks

WASHINGTON, March 21.—At least two members of the House Un-American Activities Committee expressed the hope late today that the industry would not "retaliate" against Larry Parks.

After listening to Parks in both open and executive sessions, one committee member said he felt the overall effect of Parks testimony was helpful to the committee. Another member said his opinion of Parks had gone up greatly and "I hope he has the best box-office he ever had."

Les Hafner Files

Les Hafner, discharged on Jan. 10 as president and a director of the production firm, Motion Picture Stages, has filed in New York Supreme Court against the company, its directors and stockholders, a $44,650 damage claim under an employment contract dated Nov. 4, 1949.

Television Will Close Half of Detroit's Theatres, Exhibitor Says at Tax Hearing

Detroit, March 21.—Television may force half of Detroit's 181 motion picture theatres to close within two years, a theatre owner told the Detroit Common Council yesterday.

Irving Goldberg, a partner in Community Theatres and speaking for a group of theatre owners, estimated that TV already had cut into film attendance in Detroit and nationally by 50 per cent. Goldberg also revealed the owners' private rating of current TV shows as to their effect on film business.

"When there's a prize-fight our attendance falls off," he said. "When Milton Berle is on, it falls off a little more and when Dean Martin and Jerry Lewis are on we really are in trouble. The Kefauver crime hearings have been murder."

Goldberg and other theatre owners were protesting high tax assessments before the Council. The assessors, however, contended that theatres are still showing a good profit.

St. John's-Ky. Playoff Theatre-TV 'Scoop'

ALBANY, N. Y., March 21.—In line with Fabian Theatres' policy of bringing to the screen of the Palace Theatre here exclusive telecasts of sporting events, the house will televise tomorrow evening at regular admission prices the Eastern final of the NCAA basketball tournament in New York. The game will be between St. John's and Kentucky at Madison Square Garden. The regular film show will be on the same program.

Saul Ullman, upstate division manager of Fabian, said tomorrow night's telecast at the theatre will be exclusive to the extent that even home television sets will not carry the game. This was the case also when the theatre a few weeks ago carried on its TV screen the Siena-Georgetown game from Washington.

Theatres Skip Final Senate Hearing

The final day's hearing of the Senate Crime Investigating Committee was not carried on the screen of any TV-equipped theatre in New York yesterday. The hearing, scheduled to close at two P.M., actually ran into the afternoon, but theatre managers had felt that a short session did not warrant using their equipment.

The investigation provided theatre TV with its most widespread use to date. Three local theatres, Century's Marine and Queens, and Fabian's Brooklyn Fox televised the event from its inception a week ago Monday, with the two Century houses giving the full proceedings on Monday and Tuesday to audiences admitted free of charge.

On Monday the New York Paramount and Fabian's Palace in Albany joined in and yesterday RKO's Fordham picked up excerpts, thus putting to use every theatre TV set installed in this area. Audience reaction was reported as very favorable in all spots. Century, especially, feels that its theatre TV equipment is now well-established in the public mind in each theatre's neighborhood.

JDA to Meet Today

The executive committee of the Joint Defense Appeal of the American Jewish Committee and the Anti-Defamation League of B'nai B'rith will meet here today at the Hotel Astor, it was announced by Herman Robbins, general chairman of the amusement division of the JDA.



Ads like this are appearing in 58 National Magazines and 93 Sunday Newspaper Supplements totaling 185,761,000 circulation.

"VICTORY CARBONS" are back to conserve copper for defense





A National emergency has been declared. Our country is in grave danger. National Carbon Division is helping to conserve vitally-needed copper for use in defense . . . by putting a thinner coating on the following sizes of projector carbons:

8 mm x 14" "SUPREX" Positive
8 mm x 12" "SUPREX" Positive
7 mm x 9" "OROTIP" "C" Negative

7 mm x 14" "SUPREX" Positive
7 mm x 12" "SUPREX" Positive
6 mm x 9" "OROTIP" "C" Negative

The above carbons will be called "Victory Carbons" and will operate at the reduced currents shown:

Maximum 65 amperes—8 mm "SUPREX" Positives
7 mm "OROTIP" "C" Negative

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6 mm "OROTIP" " Negative

There will be enough carbons to go around. The only change will be in the thickness of the copper coating. "Victory Carbons" aren't new. They helped us in the last war. They are helping us now to prepare for the next one, if it comes.

The terms "National", "Orotip" and "Suprex" are registered trade-marks of

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FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 69, NO. 57 NEW YORK, U. S. A., FRIDAY, MARCH 23, 1951 TEN CENTS

Fall Hearings On Theatre TV Forecast

FCC Action on Channel Allocations Clears Way

WASHINGTON, March 22. — The Federal Communications Commission will probably hold this fall its long-awaited hearings on assigning special frequencies for theatre television, according to Marcus Cohn, television counsel for the Theatre Owners of America.

Cohn made the prediction after the Commission announced a completely new blueprint for the future of television broadcasting. The Commission announced proposals to:

Consider steps to lift on a limited scale the television station freeze;

Allocate either 65 or 70 new UHF channels for telecasting, rather than the 42 proposed two years ago;

Spread out the present VHF channels by cutting down on the number of these channels in most Metropolitan

(*Continued on page 3*)

TV 'Hoop' Playoff PacksPalaceTheatre

ALBANY, N. Y., March 22.—A capacity crowd filled Fabian's Palace Theatre here tonight to watch an exclusive telecast of the Eastern final of the NCAA basketball tournament in New York's Madison Square Garden where St. John's was pitted against Kentucky.

Despite such adverse conditions as Holy Thursday, the fact that neither team was local, and that the theatre telecast occurred in the post-basketball season, the drawing power of the

(*Continued on page 3*)

Third ELC Sales Meeting on Today

The third in a series of Eagle Lion Classics two-day regional sales meetings will begin here today when the Southern division branch managers convene at the ELC home office.

Among those who will attend are: Jake Lutzer, Dallas branch manager; Grover Parsons, Atlanta branch manager; George Pabst, New Orleans manager; Jack Frye, Char-

(*Continued on page 4*)

SIMPP Plans Office In Washington As Well As New York

The Society of Independent Motion Picture Producers' about face on its decision to close its New York office was underlined yesterday by an announcement from Ellis G. Arnall, SIMPP president, that increased rather than decreased Society activity is planned.

In Atlanta, Arnall said SIMPP's decision now is to establish an office in Washington as well as to retain both its New York and Beverly Hills, Cal., quarters.

In a statement issued by the SIMPP New York office earlier this week, it was announced that the Society "will not renew the lease to its New York offices . . . when it expires April 30. The Society will continue to maintain its principal offices in Beverly Hills, California."

Arnall, who was in communication by telephone Wednesday night with SIMPP officials on the Coast, yesterday reported that while a New York office will be retained, it will consist of only part of the present space.

Arnall does not have a contract with SIMPP, but is elected along with

(*Continued on page 4*)

Lichtman Accepts Four 'Eve' Awards

The annual awards made by the Foreign Language Press Film Critics Circle were presented over WNYC yesterday. Al Lichtman, 20th Century-Fox vice-president, accepted the awards made to "All About Eve" as the best film of the year, to Darryl F. Zanuck as the producer of the year

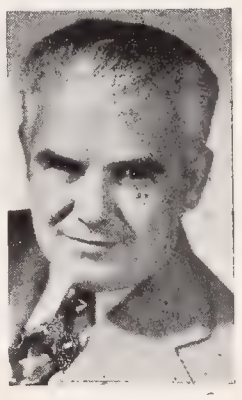
(*Continued on page 4*)

'U's' Quarter Net Totals $107,130

Universal Pictures and subsidiary companies report for the 13 weeks ended Jan. 17, 1951, a net profit of $107,130 after provision of $55,000 for Federal income taxes. This compares with a net profit of $12,924 for the corresponding period of the previous fiscal year.

'U' Reelects N.J.Blumberg

The board of directors of Universal Pictures Co., Inc., meeting in New York yesterday, reelected N. J. Blumberg president and chairman of the executive committee.



N. J. Blumberg

The four other members of the executive committee reelected were Daniel M. Sheaffer, vice-chairman; Robert S. Benjamin, Preston Davie and Leon Goldberg.

Other officers reelected included Goldberg, vice-president and treasurer; David A. Lipton, vice-president; Edward Muhl, vice-president; John J. O'Connor, vice-president; Adolph Schimel, vice-presi-

(*Continued on page 4*)

MPIC Supports 'Red' Probe; Parks May Miss Col. Role

HOLLYWOOD, March 22.—The Motion Picture Industry Council last night went on record as firmly supporting the House Un-American Activities Committee investigating Communism in Hollywood and pledged its "strength and support to any legally-constituted body that has as its objective the exposure and destruction of the International Communist Party conspiracy."

In a statement issued following the meeting, which ran until nearly midnight, the MPIC also said, "To those men and women of this industry who are former members of the Communist Party, or any other subversive or Communist-controlled organization,

(*Continued on page 4*)

HOLLYWOOD, March 22. — Larry Parks, who was withdrawn from Norma Productions' forthcoming film "Small Wonder," three weeks ago when it appeared the House Un-American Activities Committee's hearings would require his absence from Hollywood, will be paid his contract salary due him for the film but will not be required to appear in it.

This was revealed today by Columbia Pictures, which had assigned Parks to Norma Productions under the actor's contract calling for one film annually. The contract further stipulates that the studio will provide Parks with a role each year by March 27 or pay him the specified amount

(*Continued on page 4*)

Myers Opens Arbitration Parleys Here

Also Hands Distributors Allied Bidding Proposals

Abram F. Myers, Allied States Association general counsel, arrived in New York yesterday from Washington to take up with distribution executives a number of trade practices problems and proposals.

Among the subjects of discussion are: (1) Allied's proposals for changing the competitive bidding provisions of the New York decreees, and (2), the possibility of an industry-wide arbitration system.

Scheduled to meet with representatives of distribution companies individually, Myers' current visit here will encompass two days. The results of the conferences will be presented to the Allied board when it meets in Kansas City in May.

It is held likely that before Myers prepares a report for the board he will hold with distribution executives

(*Continued on page 4*)

New Ansco Color in M-G-M Production

HOLLYWOOD, March 22.—Following 10 years of cooperative experimentation and development by M-G-M and Ansco, announcement was made here today by E. J. Mannix, studio general manager, that "The North Country," starring Stewart Granger and Wendell Corey, has been selected as the first motion picture to be filmed in the new Ansco Color.

"Tests conducted in the past two years have achieved in every respect the highest standards of both color

(*Continued on page 2*)

RKO Starting 7 In Next 30 Days

HOLLYWOOD, March 22.—Within the next 30 days seven features will go before cameras at the RKO studios, representing the greatest activity at the Gower Street plant since Howard Hughes assumed the post of managing director of production.

This week two have been given the kick-off signal. The first was "Behave Yourself," initial Jerry Wald-

(*Continued on page 4*)

Luncheon to Climax Drive for JDA

The amusement division of the Joint Defense Appeal campaign of Greater New York will climax its efforts in behalf of the drive with an industry-wide luncheon set for April 19 at the Hotel Astor, it was announced yesterday following a meeting of the division's executive committee. The luncheon chairman is Max Cohen, president of Cinema Circuit. George Dembow, of National Screen Service, presided at yesterday's meeting because of the illness of division chairman Herman Robbins. Those attending saw a new eight-minute film describing the work of the American Jewish Committee and the Anti-Defamation League. Entitled "You Are the Target" and narrated by Ken Roberts, the film was produced by National Screen.

Other speakers were Lou Novins, Paramount Pictures; Harry Brandt, chairman of the New York JDA campaign cabinet; A. Montague, of Columbia Pictures; Samuel Schneider, of Warners and associate chairman of the JDA amusement division.

Present in addition to the speakers and Cohen, were Mel Allen, Mel Gold, Harry Goldberg, Si Fabian, William German, Leonard Goldenson, Monroe Goodman, William Heineman, Sid Kassel, Marty Levine, Charles E. Lewis, Al Lichtman, Jack Mills, Bert Nayfack, Milton Rackmil, Samuel Rinzler, Jack Rochelle, Sam Rosen, Herman Schleier, Fred J. Schwartz, Sheldon Smerling, Allen Smith, Charles Stern, Sol Straussberg, Morton Sunshine, Bill White and David Weinstock.

Balaban, Goldwyn Aid Israel Bond Sales

Members of the motion picture industry will aid the forthcoming $500,000,000 bond issue to be floated in the U. S. by the government of Israel, it was announced here.

New Ansco Color

(*Continued from page* 1)

and economy, which were the aims of the original single-film color project," according to the studio. These tests were made under the direction of J. M. Nickolaus, M-G-M superintendent of photography; John Arnold, head of the camera department, and a staff of Ansco technicians.

Mannix pointed out that the new Ansco Color can be used in any standard black-and-white camera, and is then processed in the studio laboratory with essentially the same facility as black-and-white film. This makes possible many time-saving steps in the handling, developing and screening of daily rushes, he said.

Cancer Show on April 8

Bob Hope, star of Paramount's "The Lemon Drop Kid" will head a special talent show at the New York Paramount Theatre in behalf of the Damon Runyon Cancer Fund, on April 8, and not on April 18 as inadvertently stated here yesterday.

Personal Mention

KENNETH N. HARGREAVES, 20th Century-Fox secretary and director in London, is slated to leave here today for Coral Gables, Fla., where he will vacation before returning to England.

•

JERRY PICKMAN, acting advertising-publicity director for Paramount, extended his studio visit and now is expected back in New York on Monday.

•

ARTHUR M. BRILANT, RKO publicist, will leave here today for Wilmington, N. C., where he will be a judge in the annual Azalea Festival.

•

FOSTER M. BLAKE, Universal Western sales manager, left here yesterday for Los Angeles.

WILLIAM B. ZOELLNER, head of M-G-M's short subject and newsreel sales, is due to return here tomorrow from a two-week tour of Midwest branches.

•

SHERRILL CORWIN, West Coast circuit owner, is scheduled to return to Los Angeles tomorrow from New York.

•

DAVID SNAPER, Snaper circuit executive, returned to New York yesterday after spending a month in Hot Springs, Ark.

•

JOSEPH H. WESTREICH, assistant to JOE HUMMEL, vice-president of Warners International, is due here by plane from Paris tomorrow.

Overflow Crowds at 3 'Sun' Bows Seen

FORT WORTH, March 22.—This Texas city is ready to give a hero's welcome tomorrow to the boy who came from the wrong side of the railroad tracks—Ben Hogan—as the Interstate Circuit announced expectations of overflow crowds at the Worth, Hollywood and Palace theatres' world premiere of 20th Century-Fox's "Follow the Sun."

"Cowtowners" will be wearing "Ben Hogan Day" tags, issued by the Chamber of Commerce, in honor of the officially proclaimed celebration by Mayor Edgar Deen. A real Texas salute is being prepared for the arrival of Glenn Ford, who portrays Hogan in the film, Dennis O'Keefe, producer Samuel G. Engel, and golf star Jimmy Demaret, who also appears in the film.

Berkson Closes Deals For Reissue Product

The closing of several deals for feature reissues was announced by Jack Berkson of Screencraft Pictures.

He recently acquired three Richard Arlen films, "Power Dive," "Forced Landing" and "Flying Blind" from Irving Farber and Eddie Ruff of Associated Pictures, Boston, for New England. Harry Gibbs of Connecticut Film Distributors, New Haven, also closed deals on the three reissues for the New Haven territory. Others with whom deals were concluded include: Max Shulgold, Crown Pictures, Pittsburgh; Bernie Rubin, Imperial Pictures, Cleveland, and Famous Pictures, New York.

Zanuck Due Monday From Foreign Tour

Darryl F. Zanuck, vice-president in charge of production for 20th Century-Fox, will arrive in New York from Europe by plane on Monday after an inspection tour of films which the company is producing in England and on the Continent.

Zanuck, who will fly to the Coast on Tuesday, supervised the final editing of "No Highway" in England and "Decision Before Dawn" in Germany; and checked on preparations for "House on the Square" in England.

Says Uruguay Trip Created Good Will

HOLLYWOOD, March 22.—The recent Hollywood star junket to Uruguay's First International Film Festival at Punte del Este was an important factor in cementing Hollywood public relations with Latin America, according to Edward Schellhorn, Paramount studio foreign department head, who returned this week after shepherding the troupe.

Schellhorn said that on the basis of Latin American reaction this was the most successful foreign personnel appearance trip for a Hollywood troupe. It covered the largest distance for such junkets, a total of 17,000 air miles from Hollywood.

'April Show Shower' Stressed Upstate

ALBANY, N. Y., March 22.—Harry Goldberg, advertising and exploitation director for Warner theatres, at a meeting of upstate Warner managers in Syracuse, called for plans for an "April Shower of Showmanship." Goldberg discussed product and a coordination of effort by which "the return of people to motion pictures can be accelerated."

Goldberg and zone manager Charles A. Smakwitz stressed the concentration on activities which make film houses a center of community life. Zone exploitation director Gerald Atkin will go into the field to outline, with each manager, his all-over promotional plan for April.

O'Shea's Son Wounded

U. S. Marine Lieutenant E. K. O'Shea, Jr., son of Paramount's distribution vice-president, was severely wounded from mortar fire behind the North Korean lines, according to word received here by the family. Lt. O'Shea was rescued by helicopter. His brother, James H., former Air Force captain and jet pilot, was recently recalled to active duty.

MacMillen Press Meet

William C. MacMillen, Jr., president of Eagle Lion Classics, will hold a general press conference in New York today to set forth the company's plans and prospects.

30% Quota Accepted By Commons, Wilson

London, March 22.—The British Films Council's recommendation that the U. K. film quota remain at 30 per cent for first features and 25 per cent for supporting programs for the year starting Oct. 1, has been accepted by the House of Commons and Board of Trade president, Harold Wilson.

Name Ronge, Jones To WB Posts Abroad

Harry H. Ronge has been appointed Warner manager in Bogota, Colombia, Wolfe Cohen, president of Warner International, announced yesterday.

In addition, Cohen announced the appointment of Samuel Jones as the company's manager in Djarkarta.

Would Rescind Deal

A declaratory judgment rescinding an agreement between Filippo del Guidice, Italian distributor, and two foreign corporations for the U. S. distribution of "Prima Communione" and "Beaute du Diablo," two European films, will be asked of the New York Supreme Court here next week. The plaintiffs wish to withdraw from a deal by which del Guidice was to arrange for the licensing, distribution and exploitation of the two pictures. The two companies are Univercia Productions and Franco-London Film.

Fire Destroys Theatre

ATLANTA, March 22.—The Lyric Theatre at Sumter, S. C., was destroyed by fire, but will be rebuilt.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
FRED ASTAIRE - JANE POWELL
"ROYAL WEDDING"
Color by TECHNICOLOR
A Metro-Goldwyn-Mayer Picture
plus THE MUSIC HALL'S GREAT EASTER STAGE SHOW

Paramount presents
BOB HOPE
Marie MAXWELL · Lloyd NOLAN · Joe DARWELL
in DAMON RUNYON'S
The LEMON DROP KID
PARAMOUNT TIMES SQUARE
IN PERSON BILLY ECKSTINE
ALAN KING · RAUL & EVA REYES
EXTRA HUGO WINTERHALTER
HIS ORCHESTRA AND CHORUS
Midnight Feature Nightly

13th record week!
BORN YESTERDAY
A Columbia Picture
Victoria Broadway at 46th Street

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Theatre TV

(*Continued from page* 1)

areas and reassuring them in more rural areas;

Assign on a definite city-by-city basis 52 of the UHF channels to augment the present 12 VHF channels;

Reserve indefinitely one channel in some 200 towns for non-commercial educational use exclusively.

The FCC action does not directly affect theatre television—in fact the Commission specifically noted this would be the subject of a separate hearing later.

Cohn said he felt certain the fact that the Commission went out of its way to mention this meant it would move on to the theatre TV hearing as soon as hearings on the city-by-city allocation plan are over. These will start on May 23 and will probably end in late summer, clearing the way for the theatre TV hearings in the fall, he stated.

Some TV experts here felt that today's FCC action does weigh the scales against Allied States Association's plan to get frequencies for theatre television from the VHF band. It is considered doubtful that the Commission would reallocate these VHF channels now and then consider a proposal in another year or so to take some of these channels away.

The frequencies asked by the Theatre Owners of America, 20th Century-Fox, Paramount and other industry groups have been at the top end of the ultra-high frequencies, far above the frequencies acted upon today.

The Commission said its new plan would provide for nearly 2,000 UHF and VHF stations in more than 2,000 communities.

Minn. Sports TV Bill Is Killed

ST. PAUL, March 22.—Legislation which would have required University of Minnesota home athletic contests to be made available for television, contrary to a Big 10 Athletic Association regulation for this year, was killed by the senate university committee.

Oklahoma legislators killed a similar measure earlier.

Mrs. Sigmund Vermes

CLEVELAND, March 22.—Mrs. Sigmund Vermes, wife of one of this city's pioneer exhibitors, died in St. Petersburg, Fla., where she and her husband were spending the winter, according to word received here. Her two sons, Ted and Albert, own and operate a circuit here.

James Wallingford, 65

BUFFALO, March 22.—James A. Wallingford, 65, one of Buffalo's first theatre owners, is dead. He was a member of Tent No. 7, Variety Club of Buffalo. Survivors are the widow and a son, James H.

Weiss Heads Salesmen

CLEVELAND, March 22.—Harry Weiss, Eagle Lion Classics salesman here, has been elected president of the Cleveland Salesmen's Club, succeeding Sam Lichter of 20th Century-Fox.

Reviews

"Ma and Pa Kettle Back on the Farm"

(Universal-International) *Hollywood, March 22*

UNIVERSAL-INTERNATIONAL'S latest Marjorie Main-Percy Kilbride comedy kept Ritz Theatre patrons shuttling happily between giggles and guffaws at a preview performance in which it followed "Bedtime for Bonzo" on the screen. With all of the 15 Kettle Kids present and accounted for, the new comedy, directed by Edward Sedgwick from a screenplay by Jack Henley, reaps the full benefit of its stars' rich characterizations and uses slapstick sparingly but effectively in pointing up the story. The picture figures to equal or top the business done by its predecessors.

The story opens with Tom Kettle's wife leaving the Kettles' new homestead for the hospital to bear his parents' first grandchild. Pa Kettle mistakingly believes it is Ma Kettle who is going to give birth, and this error is worked for big laugh returns. Dissension descends on the family when Tom's wife's stuffy parents, played by Ray Collins and Barbara Brown, move in and install a registered nurse to enforce hygienic regulations on the Kettle brood. The Kettles move temporarily to their old, ramshackle farm house, where Pa Kettle, digging a well, becomes radioactive, with the result that everybody believes uranium has been discovered on the premises. When this situation has been fully utilized for laugh purposes, the story returns to the baby theme as the mother-in-law attempts to take the baby back East with her on a train. The Kettles pursue the train in a jouncing jalopy, retrieve the baby and win the mother-in-law over to their ways.

Meg Randall, Emory Parnell, Peter Leeds, Teddy Hart and Oliver Blake are others in the well chosen cast.

Running time, 80 minutes. General audience classification. For April release.

WILLIAM R. WEAVER

"The Painted Hills"

(Metro-Goldwyn-Mayer)

THE PLOT of this latest in the Lassie series is woven around frontier days, gold mining and man's lust for the shiny metal. A standard story framework of villainy and retribution provides the background for the handsome and educated canine. In Technicolor, the production is one of general appeal, but, quite naturally, it will hold special delight for the youngsters.

Paul Kelly plays the part of a grizzled prospector and master of the devoted collie. One day he strikes gold and goes to town jubilantly to so inform his partner. He learns, however, that his partner, the father of young Gary Gray, has died. After some varied interludes, Kelly is back at the mine again, and with him this time is young Gray and Lin Taylor, Kelly's new partner. Taylor's greed for gold grows—until finally he pushes Kelly from a cliff to his death. Lassie almost instinctively suspects Taylor of the treachery, and the latter attempts to poison the animal. Lassie keeps up a nightly vigil outside Taylor's cabin, haunting him with a continuous wail. Finally, Taylor, nearly out of his mind with guilt and sleeplessness, pursues the dog with a gun, only to be backed off the side of a mountain to a retributive death.

As the curtain descends, Lassie becomes Gray's pet and companion. The screenplay, by True Boardman, is an adequate job, although it is far from imaginative. Harold F. Kress directed and Chester M. Franklin produced.

Running time, 68 minutes. General audience classification. Release date, May 4.

MANDEL HERBSTMAN

"Saddle Legion"

(RKO Pictures)

TIM HOLT and his range-riding pal, Richard Martin, again star in this latest of a series of Westerns produced by Herman Schlom and directed by Lesley Selander. It is a good example of a modest program action film, proceeding briskly through its routine paces but with able camera work, experienced direction and competent performances making the most of its footage. Dorothy Malone as a frontier doctor and Movita Castaneda as a Mexican cantina entertainer provide feminine charm and a touch of song and dance. It will fit those situations for which it is aimed.

The story, written by Ed Earl Repp, has Holt and Martin tangling with a gang of crooks from across the border. Robert Livingston poses as a cattle inspector and condemns a herd of cattle as diseased. Actually, the crooks, headed by Mauritz Hugo, intend to steal the animals. The plot is full of holes but it does provide ample scope for the riding, shooting and fighting needed to satisfy Western fans. Holt, as usual, succeeds in foiling the plot, while Martin's escapades provide comic relief. Others in the cast are James Rush, Cliff Clark, George Lewis, Stanley Andrews, Dick Foot and Bob Wilke.

Running time, 61 minutes. General audience classification. For April release.

VAUGHAN O'BRIEN

3 Trailers for 'Caruso'

Metro-Goldwyn-Mayer will produce three different trailers for "The Great Caruso," which stars Mario Lanza. The first trailer will be used in theatres four weeks in advance of the opening of the Technicolor musical, the second trailer will be used two weeks prior to the opening, and the last, seven days before. The first two are to be "teasers," while the third, which is to run a week ahead of the playdate, will be the regular trailer.

Sanders in MGM Deal

HOLLYWOOD, March 22.—George Sanders has been signed by M-G-M on a three-picture deal, the first of which will be the top role in "The Light Touch," to be partially filmed in Italy shortly with Pier Angeli as co-star. Miss Angeli will arrive in New York on April 2 en route to her native Italy. Sanders will then appear in the role of Brian Bois-Gilbert in "Ivanhoe." His third Metro film will be announced later.

Sees 90% of TV Programs on Film

More than 90 per cent of television programs will be on film within five years, it was predicted yesterday by Larry Gordon, president of Vidicam Pictures, at a press reception at the company's new studio here.

Gordon said that the trend towards film, started in the production of commercials and now moving into the program field, will continue. He pointed out that Vidicam's facilities which, he said, include the use of the largest independent sound stage in the East and the use of Vidicam's new filming process, will enable the company to keep abreast of developments.

Among those present at the reception were Alfred Justin, executive vice-president; Otto Sutter, vice-president; Ben Parker, head of production, and Sidney Zucker, director of photography.

TV Crime Show Hits Cincinnati Take

CINCINNATI, March 22.—Telecasts of the Senate crime probe seriously affected theatre business here, some of which was reportedly off as much as 50 per cent. The traditional Holy Week slump is considered comparatively negligible, it was said.

Phonevision Lists Final Week's Films

CHICAGO, March 22.—Feature films to be shown during the 13th and final week of the 90-day Phonevision test include: "The Big Clock," produced by Paramount in 1948; "Flight Lieutenant," Columbia, 1942; "Hazard," Paramount, 1948: "Destroyer," Columbia, 1943, and "The Hucksters, M-G-M, 1947.

ABC Reports Net Income of $84,605

American Broadcasting and subsidiaries report a net income of $84,605 after Federal taxes, for the year ended Dec. 31, 1950. This compares with a net loss of $519,085 for 1949 after a reduction of $327,000 for recovery of Federal income taxes under the carry-back provisions of the Internal Revenue Code.

'Hoop' TV

(*Continued from page* 1)

game, according to Saul Ullman, Upstate division manager, was extraordinary. The reception was excellent and a good picture was thrown on the screen.

The regular film show was on the same program and regular admission prices were charged.

Nate Halpern, Fabian Theatres television consultant who was at the theatre, spoke enthusiastically about the event. "We now have considerable evidence that basketball events can have both a local and national interest and there must be hundreds of communities across the country where basketball games on theatre TV would provide strong box-office business at theatres."

Tonight's game was the Palace's second televised basketball event. The other was the Siena-Georgetown game from Washington, involving a local team.

MPIC—'Reds'

(*Continued from page* 1)

and who openly admit such membership or association, and who conclusively prove that they have repudiated forever that relationship, the MPIC offers its commendation and encouragement."

The statement also said, "The MPIC would be derelict if it did not point out that the public has been given an exaggerated and distorted impression of the degree of this infiltration. The MPIC hopes that all members of this industry who have been subpoenaed will tell the truth, the whole truth, and nothing but the truth. It deplores those who stand on Constitutional privilege to hide that truth, or those who refuse to recognize the authority of Congress."

Although the statement did not specifically so state, it is believed to be MPIC's opinion that industry members who testify to a former Communist affiliation should be regarded as being on even terms with others as concerns eligibilty for employment. Persons who attended last night's meeting say that appeared to be the concensus.

Larry Parks

(*Continued from page* 1)

as salary. A studio spokesman said no further policy regarding Parks has been formulated, and indicated that no offer to recast him in "Small Wonder," or assign him to another film will be made in the five days remaining for such action. Columbia president, Harry Cohn, absent from Hollywood, was not available for comment.

Parks Gives Names of More Than Dozen Hollywood 'Reds'

WASHINGTON, March 22.—Actor Larry Parks gave the House Un-American Activities Committee in executive session the names of more than a dozen Hollywood workers who are or have been Communists, a Committee member declared.

He said they included several "big names" and several not already known to the Committee as Communists.

Meanwhile, Rep. Velde of Illinois, top-ranking Republican on the Committee, commended Parks for his "refreshing" testimony. "His courage in admitting he had been a member of the Communist Party, although he knew it would bring unfavorable publicity to him, is to be admired," Velde declared in a speech on the House floor. "His willingness to cooperate with the Un-American Activities Committee shows he is a loyal and true American." The Republican said Parks was a "great actor, one of the outstanding entertainers of our age," and that he looked forward to Parks' next production.

As for Howard DaSilva and Gale Sondergaard, Velde said, "They absolutely refused to cooperate with the Committee, and I shall ask that both of these witnesses be cited for contempt."

Meanwhile, in another case that might have a bearing on the contempt status of witnesses refusing to cooperate with the Un-American Activities Committee during the coming hearings, District Court Judge T. Alan Goldsborough cleared Frederick Vanderbilt Field of a 32-count contempt indictment. He said Field had properly claimed his Constitutional privilege against possible self-incrimination when he refused to answer questions put to him by the Tydings Committee concerning his knowledge of Communist individuals and organizations.

National Theatres Has a 6-Point Program for Defense Emergency

Los Angeles, March 22.—The managements and staffs of National Theatres' 450 houses operating in 19 states in the West and Midwest, and headed by Charles P. Skouras, are working with city, state and national defense authorities through the company's own six-point emergency program, to be applied as follows:

1. To stand ready to offer full cooperation in local activities in behalf of defense measures when called upon by civic and state officials.

2. To make such theatres as are structurally suitable, available for emergency shelters and first-aid stations.

3. To make theatres available to official groups holding defense meetings during non-operating hours.

4. To cooperate with civil defense officials in disseminating public information through presentation of official motion pictures and announcements.

5. To train all theatre personnel in first-aid procedure.

6. To aid the Red Cross Blood Bank, the USO, Community Chest, U. S. Savings Bond sales and related events.

Third ELC Sales

(*Continued from page* 1)

lotte; William Lewis, Memphis; Claude York, Oklahoma City.

The meeting will be presided over by B. G. Kranze, distribution vice-president, and Milton E. Cohen, general sales manager. Among those who will address the managers will be: William C. MacMillen, Jr., ELC president; Howard LeSieur, director of advertising-publicity; David Melamed, treasurer; Joseph Sugar, assistant to Kranze, and Charles Amory, head of ELC's special "art" film sales unit.

Murray Kaplan Heads ELC Contract Department

Murray Kaplan has been named manager of the Eagle Lion Classics contract department, it was announced here yesterday by B. G. Kranze, sales vice-president. He succeeds Joseph Sugar, who recently became assistant to Kranze.

Kaplan entered the industry in 1935 and was a booker for Warner, Monogram and United Artists. In 1944, he joined International Pictures as assistant manager of the contract department, joining Eagle Lion in 1947 and assuming a similar post, which he has held until his present promotion.

Weiner Joins ELC as Coast Public Relations Director

HOLLYWOOD, March 22.—Willard Weiner, former New York newspaper man, novelist and magazine writer, today assumed the duties of public relations director and Coast liaison for Eagle Lion Classics.

Reelects Blumberg

(*Continued from page* 1)

dent, general counsel and secretary; Eugene F. Walsh, comptroller, assistant secretary and assistant treasurer; George Douglas, assistant treasurer, and Morris Davis, Percy Guth and Anthony Petti, assistant secretaries.

RKO Starting 7

(*Continued from page* 1)

Norman Krasna production, starring Farley Granger and Shelley Winters, with George Beck directing and Stanley Rubin as associate producer. The second was "The Half Breed," in Technicolor, starring Robert Young, Janis Carter, and Jack Buetel, directed by Edward Ludwig, for producer Irving Starr.

Next will be "The Blue Veil," second Wald-Krasna production, starring Jane Wyman, with Curtis Bernhardt directing, scheduled to start on Monday. The same day, will also launch "The Las Vegas Story," starring Victor Mature and Jane Russell, with Robert Stevenson directing for producer Robert Sparks.

April Schedule

On April 2, Edmund Grainger, who recently completed "Flying Leathernecks," will start "The Racket" with John Cromwell directing a cast headed by Robert Mitchum, Lizabeth Scott, and Robert Ryan.

Also scheduled for the first week in April are "High Frontier," which H. C. Potter will direct for producer Robert Sparks, and "The Return of Zorro," to be produced by Irving Starr with George Dolenz in the title role. These two, as well as "The Half Breed" and "The Las Vegas Story," are on executive producer Samuel Bischoff's slate.

An eighth top-budget feature may also get under way within the 30 days if casting is completed on Gabriel Pascal's production of George Bernard Shaw's "Androcles and the Lion." Already set for top roles are Jean Simmons, Alan Young, George Sanders, Robert Newton and James Donald.

Rene Clair Will Direct 'Pilate's Wife' for RKO

HOLLYWOOD, March 22.—Howard Hughes announces that he has secured Clare Booth Luce's story, "Pilate's Wife," and the services of Rene Clair to direct it. This will be a Wald-Krasna production to be distributed through RKO Pictures.

Clair will leave Paris on the *S. S. Ile de France* on April 10, arriving in Hollywood on April 23. On April 7 Mrs. Luce will speak at Notre Dame University and will then proceed to Hollywood, arriving on April 16. She is now engaged in further research on this project. She will do the screenplay from her own material.

Simpp Plans

(*Continued from page* 1)

other officers from year to year. He said yesterday that elections will be held again next June and that he has every desire to continue active in SIMPP affairs. He is a former governor of Georgia.

The SIMPP president said he may not go to Hollywood next week for meetings with the Society board as originally planned, now that the decision has been made to retain the New York address. If he should postpone the trip, he said, he will join William B. Levy of the Walt Disney organization in representing the Society in the Italo-American film talks scheduled for March 28-April 5 here. Levy is a member of the Society's executive distribution committee. The Italo-American talks will be participated in also by representatives of the Motion Picture Association of America.

It still was not clear yesterday just how the Eastern and Western ends of SIMPP got their wires crossed in announcing the closing of the New York office one day and its retention the following day. Best guess in the trade is that the SIMPP executive committee on the Coast underwent a change of view when it saw the closing announcement in print. Retrenchment has been in order for SIMPP since last summer and the announcement of the New York office closing caused less surprise than did the later decision to retain it.

Critics Award

(*Continued from page* 1)

and to Joseph L. Mankiewicz, best director and also writer of the best screenplay.

Cited as the best actor and actress were Jose Ferrer and Gloria Swanson. Sigmund Gottlober, the Circle's executive secretary, made the presentations.

'Winslow Boy' Award Accepted By Amory in Behalf of ELC

Charles Amory, head of Eagle Lion Classics' "art" films sales unit, yesterday received on behalf of the company the Foreign Language Press Film Critics award to "The Winslow Boy" for the "best British film of 1950." The award was presented by Sigmund Gottlober, executive director of the Foreign Language Press Circle, at ceremonies broadcast from Station WNYC here. The picture was produced by Alexander Korda for ELC release.

Myers Opens

(*Continued from page* 1)

more than two days of conferences in all. Earlier this week he was expected to be here for the meetings "in about 10 days, perhaps sooner." The fact that he arrived "sooner," would indicate that he foresees a need for meetings that will consume several days all told, it was said.

The discussions which the Allied counsel will have with distribution executives and attorneys on the proposals for the establishment of an industry-wide arbitration system will be "preparatory" talks in that they will explore possibilities and will not result in Allied's making an immediate decision on whether or not it will participate in an all-industry conference on arbitration.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 69. NO. 58 NEW YORK, U. S. A., MONDAY, MARCH 26, 1951 TEN CENTS

1950-51 Will Be ELC's 1st 'Profit' Year

MacMillen Says Return To Production Is Goal

Eagle Lion Classics' current fiscal year ending June 12 will show a net profit of approximately $200,000 and will be the first year in the history of the company to show a profit, which, if maintained, will permit ELC to resume production on its own.



W. C. MacMillen

William C. MacMillen, Jr. ELC president, at a press interview on Friday reported the company's gains and set forth plans for development of new selling techniques.

The plans include a new advertising formula, the adoption of direct mail promotion, a revision of press

(*Continued on page 3*)

RKO Houses To Get TV

The first theatre-size television system in Washington will be installed at RKO Keith's Theatre there, it was announced here at the weekend by William W. Howard, RKO Theatres vice-president, and Barton Kreuzer, general product manager of the RCA engineering department. Work on the system, which will be the first in any RKO theatre outside of New York will start April 2 and complete opera-

(*Continued on page 2*)

Levy to Address Okla. Meet Today

OKLAHOMA CITY, March 25.—The annual convention of the Theatre Owners of Oklahoma will open tomorrow at the Hotel Biltmore following today's meeting of directors. First order of business tomorrow is a report of the officers, headed by Morris Loewenstein, president, and

(*Continued on page 2*)

Hanson, Stern, Corwin and Leavitt To Meet D. of J. on SCTOA Program

Los Angeles, March 25.—The board of directors of the Southern California Theatre Owners Association has named Al Hanson, chairman, Ezra E. Stern, legal counsel, and Sherrill Corwin and B. J. Leavitt as a committee to meet with H. Graham Morison, Assistant U. S. Attorney General of the Anti-Trust Division of the Department of Justice, in Washington, on April 3, for conferences on a proposed new system of clearance, zoning and arbitration for the Southern California area. Gael Sullivan and Herman Levy of the Theatre Owners of America will meet the SCTOA committee on its arrival in Washington.

Corwin, SCTOA board member, visiting New York last week, stated that the basis on which the Justice Department might recommend a correction of Los Angeles area trade practices could serve as a pattern for the rest of the country.

More Arbitration Meetings Due for Allied, Companies

Abram F. Myers, Allied States Association general counsel, said on Friday following two days of meetings here with distribution executives that further exploration of the trade topics discussed will follow at a later date. He returned to Washington late Friday.

The Allied attorney said the talks here on Allied's proposals for changing the competitive bidding provisions of the New York decrees and on the possibility of an industry-wide arbitration system were with a few companies, more specifically those companies which heretofore have shown the greatest interest in both topics. He declined to identify otherwise those with whom he met.

With respect to the possibilities for an arbitration system, Myers observed that there "are a thousand questions relating to scope, awards, etc.," that remain to be answered. "Therefore," he said, "it's hard for anyone to say whether they are 'for' or 'against' the establishment of a system."

B'way Good Friday Grosses Hit A Peak

Good Friday, traditionally a quiet day at the box-office, this year saw long lines forming in front of most Broadway first-runs. Good business was reported by all major showcases.

A sparkling spring day and the beginning of the school spring holiday spurred attendance. Another reason may have been that the public, wearied of watching the Kefauver hearings on home television, returned to motion pictures *en masse*.

3-Theatre Premiere For 'Follow Sun'

FT. WORTH, March 25.—A crowd of more than 10,000 jammed into the roped-off downtown area here for the world premiere of 20th Century-Fox's "Follow the Sun," forcing Interstate circuit officials to use a third theatre, the Palace, in addition to the Worth and Hollywood, to accommodate those seeking admission Friday night.

Ben Hogan, this city's No. 1 sports citizen, whose life and dramatic comeback in golf following grave injuries are depicted in the film, joined a Hollywood contingent in personal appearances at the three theatres. With him were Glenn Ford, star of the picture; Sam Engel, producer, and Mrs. Engel, Dennis O'Keefe and others. R. J. O'Donnell of Interstate acted as master-of-ceremonies for the affair.

Myers Warns on Sales 'Hardships'

WASHINGTON, March 25.—Allied States Association today warned distributors to "re-examine their present selling policies so as to abate existing hardships," or face "an epidemic of protest meetings the like of which was never seen before."

Allied general counsel Abram F. Myers said that complaints against distributors are reaching him "in increasing number and violence." These complaints, he said, declare that distributors are demanding higher rentals and harsher terms despite a continuing decline in receipts.

20 From U.A. This Year; 24 'A's Next Year

Krim Gives Report on Progress to Date, Plans

United Artists will release 20 pictures from now to the end of the year and, beginning next January, plans to have a schedule of 24 "A" releases for 1952, Arthur B. Krim, president, told the trade press on Friday in the first of a series of "progress reports" which he plans to make at regular intervals in the future.



Arthur Krim

U. A. previously had announced 10 features for release at 10-day intervals starting next week and running into June. An additional four or five pictures will be ready for announcement within the next four weeks and five or

(*Continued on page 2*)

3 Yrs. to Put U.A. in Black

The Arthur Krim-Robert Benjamin-Matthew Fox combine has three years in which to put United Artists on a profit-earning basis and thereby acquire ownership of 50 per cent of the company's outstanding stock, Krim told a trade press conference on Friday.

Ownership of the stock may be acquired at any earlier period this year,

(*Continued on page 2*)

Offer TV Trailers On 14 Para. Films

HOLLYWOOD, March 25.—Trailers on 14 Paramount pictures to date are now available for television promotion, it has been announced by Jerry Pickman, head of national advertising, publicity and exploitation.

Pickman has returned to New York following conferences with studio officials which instituted a more closely-

(*Continued on page 3*)

Personal Mention

JOSEPH I. BREEN, Production Code administrator, will arrive here from the Coast today to attend the Motion Picture Association's annual meeting tomorrow.

•

MAURICE SILVERSTEIN, Loew's International's regional director for Latin America, has returned here from Central and South America.

•

OSCAR MORGAN, general sales manager of short subjects and Paramount News, is slated to return here today from New Orleans.

•

RUBE JACKTER, assistant general sales manager of Columbia, left here over the weekend for Miami.

•

G. L. CARRINGTON, president of the Altec companies, has returned to the Coast from New York.

Radio-TV's 'Michael' Awards to Aid UCPA

Second annual "Michael Awards Dinner" of the Academy of Radio and Television Arts and Sciences, the broadcasting industry's counterpart of Hollywood's "Oscar," will be held in the Hotel Waldorf Astoria here on May 7. Proceeds will be donated this year to the United Cerebral Palsy Associations' May campaign. Leonard Goldenson, president of United Paramount Theatres, is president of the UCPA.

Levy to Address

(*Continued from page* 1)

the nomination of new officers.

Herman Levy, Theatre Owners of America general counsel, will be the principal luncheon speaker tomorrow and other guests, which will include Henderson Richey and Leon J. Bamberger from New York, are expected to address the afternoon session. On Tuesday, the luncheon speaker will be Robert W. Coyne, special counsel for the Council of Motion Picture Organizations.

RKO Houses

(*Continued from page* 1)

tion is scheduled to go into effect on May 1.

Howard said the installation of this RCA instantaneous direct projection theatre-television system at RKO Keith's marks the first step in a plan to install similar units in other RKO theatres throughout the country. The first and at present the only installation at a RKO theatre is now operating at Fordham, New York.

Al Daff Re-elected

Alfred E. Daff was re-elected a vice-president of Universal at the meeting last Thursday of the company's board. This fact was omitted inadvertently from the report in MOTION PICTURE DAILY on Friday of the re-election of company officers.

Krim-U.A.

(*Continued from page* 1)

six additional releases will be announced in six to eight weeks, Krim said. A deal was set on Friday for U. A. release this year of Sherrill Corwin's "Man From Planet X."

Matthew J. Fox, partner with Krim and Robert Benjamin in the new U. A. management, will accompany Krim to the Coast in a week or 10 days to line up the balance of the product for this year and to set distribution deals with top producers, stars and writers for next year's all-"A" release schedule.

The 1952 schedule of two pictures a month will start off on Jan. 5 with the Katharine Hepburn starrer, "African Queen," to be followed in late January by Stanley Kramer's "High Noon," his last under his U. A. deal before starting his new production deal with Columbia. February is expected to lead off with the Bette Davis-Gary Merrill starrer, "Another Man's Poison," to be produced in England by Douglas Fairbanks, Jr., and Daniel Angel. The company's aim is to return to a program of exclusively top product, starting Jan. 1, 1952, in the tradition of the original United Artists, Krim said.

Background of Deal

It required "serious thinking" before the Krim-Benjamin-Fox group decided to go through with a deal to take over U. A. management last month, Krim related, because the company had been permitted to recede to the brink of brankruptcy. Messages of encouragement from all sides of the industry convinced the group that there was a genuine wish for U. A. to survive and be continued. Additional evidence of support from all categories of exhibitors in all parts of the country, and from the trade press, Krim said, helped the trio decide on going forward with the deal.

Those manifestations of friendship, he said, have continued since and have constituted the new management's "biggest thrill" to date.

Krim said on taking over U. A. a little over a month ago, problems and plans for dealing with them were divided into two phases: the first, to stem the severe losses the company was sustaining and, second, to build solid plans for the future.

Progress on both phases already has been made, he reported. The tide of losses has been stemmed and a slight increase in earnings has set in, entirely through the efforts of the sales department in getting extra liquidation of product already in release. Further improvement is expected within the next three or four weeks as new product goes into release and the Gradwell Sears sales drive gets rolling.

"We are quite satisfied and expect a healthy, upward climb for the rest of the year," Krim said.

United Artists will remain a distributing company, he said, but has a $2,000,000 fund with Walter Heller and Co., Chicago factors, for financing producers. U. A. will expect a profit participation in pictures thus financed, he said. Current plans are for the company to participate in the financing of the Kramer, Bette Davis and Katharine Hepburn pictures for next year. Additional financing for producers, the total amount on a conditional basis and from sources other than the Heller company, is available also, Krim said.

The company regards a distribution fee of 30 per cent as "fair" for good pictures, but has no policy at present with regard to such fees, he revealed. The rate will vary according to individual picture deals and may be "more or less" but, he observed, "We need a fair rate in order to exist."

Neither Fox nor Benjamin will be officers of the company. Fox has been engaged on domestic sales problems up to now and, as a consultant to Krim, will aid in closing product deals hereafter. Among the deals to be taken up on the Coast soon is one for U. A. distribution of Harry Popkin's "The Well." Benjamin, also a consultant to Krim, will fill in for the latter at the home office while Krim is on the Coast.

No long-term loans have been made or sought yet with banks, Krim said, although several have "expressed interest in aiding the company." "Our first aim before approaching banks is to have some performance to show to them," he remarked.

'Cyrano' Ticket-sale Starts

Reserved seats have gone on sale for all future performances of Stanley Kramer's United Artists production of "Cyrano de Bergerac" at the box-office of New York's Golden Theatre, where the film will be presented beginning April 4, in a continuation of its current run at the Bijou, which began last November. At the Golden, "Cyrano de Bergerac" will continue to be shown on a twice-daily reserved seat basis.

Resume Colosseum Talks on April 9

Negotiations held in New York last week between distributors and the Colosseum of Motion Picture Salesmen were recessed on Friday and will resume in Chicago on April 9, David Beznor, Colosseum attorney reported as he departed for his Milwaukee headquarters at the weekend.

The salesmen's union is seeking to include more than a 10 per cent wage increase for the country's 1,000 film salesmen in new contracts which are scheduled to go into effect in mid-April.

Rejects Drive-in Bill

BOSTON, March 25.—The Massachusetts House of Representatives has accepted the adverse report of the Joint Legislative Committee on Mercantile Affairs and rejected House Bill 172 which would prohibit the granting of licenses for drive-in theatres within 2,000 feet of a place of worship, hospital, public or parochial school. Senate action is due this week.

Newsreel Parade

THE Kefauver Crime Committee hearing in New York took the spotlight in the current newsreels. Other items include Alger Hiss going to jail, fighting in Korea, and sports. Complete contents follow:

MOVIETONE NEWS, No. 25 — Senate crime inquiry ends. President Truman plays host on vacation. Alger Hiss begins prison sentence. New Litter-Lift for wounded. Nine sets of twins in Army battery. Fashion show. UN on way to 38th parallel.

NEWS OF THE DAY, No. 259—Sensation winds up New York hearings in Senate crime probe. Alger Hiss begins five-year prison term. Army twin trouble: nine sets of 'em. Seoul recaptured without a battle.

PARAMOUNT NEWS, No. 62 — Uncle Sam's arsenal to defend peace. Airlift brings Iraq Jews to Israel. First U. S. visit by President Auriol of France. Curtain falls on crime probe in New York. Sports: Golden Gloves.

TELENEWS DIGEST, No. 12-B—Final day of Kefauver Crime Committee in New York. Korea: return to Seoul. France: transport strike. Inter-American conferences. Civil defense in New York. Spring is here. Sports world: Olympic ski trails.

UNIVERSAL NEWS, No. 441—Spotlight on crime: Kefauver Committee hearings in New York. Nine sets of twins in Army unit. News flashes from the world of sports: Golden Gloves boxing.

WARNER PATHE NEWS, No. 64—Kefauver crime probe in New York. Korea: UN forces take Seoul. Iraq: Israel airlift brings refugees home. Alger Hiss appeal lost; goes to jail. News from the world of sports: Golden Gloves.

3 Yrs. to Put

(*Continued from page* 1)

next year or in 1953 during which U. A.'s operations are in the black again. Krim said the outstanding stock involved is 16,000 shares. An additional 4,000 shares is authorized and, presumably, held in the company's treasury. The 8,000-share block, which Krim said his group had bought for a "nominal" price, is in escrow with the Chemical Bank and Trust Co. here, deliverable to the group when U. A. is in the black.

The agreement actually sets a two-year initial period in which to achieve profitable operations but an extension for a third year is "practically automatic," if needed, Krim said.

During the period in which the stock remains in escrow, voting rights are vested in the Krim group's three members of the five-member U. A. voting trust, assuring the group of continuous management control.

Krim said that in addition to $1,250,000 which the deal required his group to provide "to get pictures into release," $500,000 has been obtained on a long-term basis to finance operations.

Max Kravetz, former U. A. secretary, who claims sole rights to the Paul McNutt group's earlier option to purchase 8,000 shares of U. A. stock, has indicated he may resort to legal action based on his claim. Asked for comment on that, Krim said: "I don't know what that's all about."

Goldwyn Buys 'Pastime'

HOLLYWOOD, March 25. — Samuel Goldwyn has purchased "That Great American Pastime,"

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NEWS in Brief . . .

Interstate Circuit of Texas, which cancelled bookings for "Oliver Twist" when the picture was first refused a Production Code seal, has booked the film again now that a seal has been granted in view of cuts which were recommended by the MPAA's board.

This was reported on Friday by William C. MacMillen, Jr., ELC president, who said the film will have its American premiere in April, probably in Houston.

•

London, March 25.—William M. Levy, who joined Columbia Pictures International last year as the company's supervisor for Northern Europe, working under Lacy Kastner, has been appointed personal assistant to Max Thorpe, managing director for Columbia here.

•

WICHITA, March 25.—A bill to abolish the Kansas state motion picture review board, the state censor board, has been killed in a committee of the Kansas Legislature.

•

"Odette," a Lopert Films Distributing Corp. release, will have an "Ambassadors' Invitational Preview" tonight at the Park Avenue Theatre. Scheduled to attend are top-ranking officials of the British and French diplomatic corps.

Probers Agree, No 'Red' Slant in Films

WASHINGTON, March 25.—As investigators and lawyers for the House Un-American Activities Committee settled down for two weeks of preparation for the reopening of the Hollywood hearings on April 10, several members expressed the view that there is no evidence that films have carried Communist propaganda.

"I have always said that I did not feel this was the case," one key Democrat on the Committee stated, "and certainly Parks did not tell us anything to change my mind."

Rep. Potter (R., Mich.) said, "Larry Parks told us he didn't think movies could be slanted and I believe he's right."

Columbia Stands By Pact

Columbia Pictures denied here on Friday published reports that it had cancelled its one picture a year contract with Larry Parks. The pact remains in force and preparations for a film starring Parks are going ahead, the statement said.

Para. TV Trailers

(*Continued from page* 1)

knit coordination of East and West Coast ad-publicity departments.

In cooperation with National Screen, Paramount is making available a package of four specially-made trailers for use on local TV stations. These consist of two one-minute spots and two station-break spots.

The package is available on the following pictures: "Sunset Boulevard," "Fancy Pants," "Union Station," "Copper Canyon," "Dark City," "Tripoli," "Let's Dance," "Mr. Music," "At War With the Army," "September Affair," "The Mating Season," "Samson and Delilah," "Molly" and "The Lemon Drop Kid."

MacMillen Reports Gains

(*Continued from page* 1)

books, a central billing arrangement with International Business Machine Corp., a possible further reduction in the number of exchanges and the simplification of exhibitor contracts.

Tied into the overall program will be a move to secure higher distribution fees through the exercise of a sliding scale formula. At present the company's fee averages 30 per cent, MacMillen said. The company will, in the future, bear a share of an increased cooperative advertising budget if the producer will share the increased cost by allowing a higher distribution fee and if the exhibitor will either share equally in the increased expenditure or allow the company better rental terms.

The $200,000 profit this year, MacMillen said, compares with an $800,000 loss for the preceding 18 months. He noted that during 1950-51 when the box-office generally was off 15-20 per cent, ELC's gross was up 15 per cent and totalled approximately $18,000,000 world-wide. The gross for the previous fiscal year was around $16,000,000. It was this increase in gross plus a slashing of costs by 25-30 per cent that enabled the company to come through with a profit this year.

MacMillen pointed out that he has discovered that only 20 per cent of all pictures turned out by the industry make money. However, he added, a large part of the remaining 80 per cent "don't lose much, and many break even."

While the profit this year is not enough to start the company back in production, MacMillen said, a continuance of the trend certainly would. The ELC studios are being retained looking to that day and, meanwhile, are brining in rental revenue.

By eliminating the Albany, Omaha and New Haven exchanges the company saved $100,000 this year, MacMillen reported. About seven clerical workers have been dropped in a "test" exchange in consequence of the introduction of the central billing system, and even in the New York office where the billing is performed two clerks have been eliminated. He admitted that throughout the company substantial eliminations have been made among all "non-selling" personnel and executives.

A test of the increased distribution fees-and-rentals formula is expected to be applied to two or three producers with whom the company now is negotiating and with some 12 to 20 theatres. "It is surprising," MacMillen observed, "how little increase in rental is needed to increase the cooperative advertising to the point where that will produce a substantial increase in income."

If the experiment works among these theatres, MacMillen said, "I think all will go for it."

The company, which provides 50 to 60 per cent "first money" to finance producers who release through it, has a highly favorable standing with the banks from which it borrows, MacMillen said. He said the company can provide a guarantee on loans up to $1,000,000 and is paying off its borrowings for production on time at six per cent interest.

MacMillen termed "ridiculous" salaries of $100,000 and higher that some industry executives receive. He added that on the other hand executives' salaries at ELC are so low comparatively that "to tell what they are would embarrass some of the executives."

In broad terms, he said, the company proposes to overcome the general threat of shrinking industry income by developing more aggressively the new selling techniques and improving the existing ones. Further, "we propose to overcome increasing costs by operating more economically the means of distribution."

Brochure Prepared

MacMillen has expanded upon these aims in a 12-page brochure which he has prepared for independent producers. He admitted that as a distributor of independently-produced films, ELC's problems have been intensified by the resurgence of United Artists. But, he added, ELC's advantage is that from the producers' standpoint its financing terms are "better than UA's." ELC has found, he said, that "for every producer who pulls out a new one comes in."

The company is now set to put on the market "A" product featuring top stars, but will keep itself supplied with sufficient "B" pictures to fulfill the demand, he said. He noted that the company's biggest grossers in the past have been exploitation films, and therefore it will continue to favor such product.

24 Directors Are Elected by Ascap

ASCAP members have elected for two-year terms the following 24 to the board of directors:

Writer members in the popular-production field: Stanley Adams, Fred E. Ahlert, Gene Buck, Paul Cunningham, Oscar Hammerstein 2nd, Otto A. Harbach, Edgar Leslie, George W. Meyer and Jack Yellen. In the standard writer group John Tasker Howard, A. Walter Kramer and Deems Taylor were elected.

Publisher directors elected in the popular-production group were: Louis Bernstein, Saul H. Bourne, Irving Caesar, Max Dreyfus, Bernard Goodwin, Jack Mills, Abe Olman, J. J. Robbins and Herman Starr. Publisher directors elected in the standard group were: Frank H. Connor, Donald Gray and Gustave Schirmer.

Ray Henderson, for many years a member of the board, declined the nomination this year.

500 Dates for 'Front'

Universal - International's "Up Front" had its world premiere at Loew's State Theatre here on Saturday, launching more than 500 dates set for this final week of March and the early weeks of April.

Rosenberg ELC Representative

The appointment of Daniel Rosenberg as traveling field representative for Eagle Lion Classics has been announced by D. J. Melamed, ELC treasurer. Rosenberg was formerly ELC's Kansas City cashier.



"BRILLIANT!" is the word from Daily Variety on "THE SCARF!"

"Well, boys...thanks to Paramo

CHRISTMAS COMES TWICE THIS

and Hope's your Springtime

...I'm Brainy Baxter, Bob's girl. Come on with me down Runyon's Broadway for laughs that'll bring

CHRISTMAS GROSSES IN THE

"December in Times Square and Bob sports a Palm Beach suit! The storm of laughs is under way."



"No wonder Broadway breaks into song — that great 'Silver Bells' hit—when these Santas take over!"



"Bob and I harmonize a new lullaby of Broadway—this one's called 'It Doesn't Cost A Dime To Dream'."



"The night-club gals give me great support in that bouncy number, 'They Obviously Want Me To Sing'."



"Get this scene! It's Bob giving a down-to-earth performance as his own aunt. It's an absolute howl!"



"The big racetrack sequence is a Runyon riot—funnier than any thing—even in 'Sorrowful Jones'."



"That fabulous Lemon Drop Kid certainly thinks of the darndest places to deposit his Christmas money."



"And you'll meet more wonderful Damon Runyon guys and gals than in any Runyon picture yet!"



unt
YEAR
Santa...



BOB HOPE

MARILYN MAXWELL · LLOYD NOLAN · JANE DARWELL

in

DAMON RUNYON'S

THE LEMON DROP KID

with

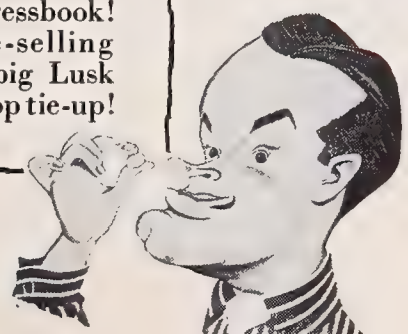
ANDREA KING • FRED CLARK • HARRY BELLAVER

Produced by ROBERT L. WELCH • Directed by SIDNEY LANFIELD

Screenplay by Edmund Hartmann, Robert O'Brien and Frank Tashlin • Additional Dialogue by Irving Elinson • Story by Edmund Beloin • Based on Damon Runyon's "The Lemon Drop Kid"

LEMON DROP TIE-UP SWEETENS BUSINESS

Get the pressbook! Great pre-selling including big Lusk Lemon Drop tie-up!



Paramount's Spring Clean-Up also includes "THE MATING SEASON," Cecil B. DeMille's "SAMSON AND DELILAH," Alan Ladd in "APPOINTMENT WITH DANGER"—and many more!

Now You Can Book Two Great Samuel Goldwyn Hits.... FOR ONE BIG BOX-OFFICE SHOW!

●

First engagement of national re-release

SMASH OPENING

at the **EMBASSY**

and **VARIETY THEATRES, MIAMI!**



(These pictures available individually or as a combination)

Re-released thru RKO RADIO PICTURES, Inc.

TODAY'S NEWS TODAY

MOTION PICTURE DAILY

AIR MAIL EDITION

VOL. 69, NO. 59 NEW YORK, U.S.A., TUESDAY, MARCH 27, 1951 TEN CENTS

Film Kefauver Hearings As Full Feature

20th-Fox Rushes Prints For Release Today

An hour-long feature film of the Kefauver Senate Crime Investigating Committee's hearings held in New York and Washington, as compiled and edited by Movietone News, will be released today to theatres throughout the country by 20th Century-Fox.

Distribution will be through regular newsreel channels in order to enable exhibitors to obtain the film in the minimum time, according to Peter Levathes, 20th-Fox short subjects sales manager.

Senator Estes Kefauver, chairman of the committee, opens the film with a brief introduction and concludes with a summation that makes a strong appeal for citizens to combat crime.

(*Continued on page 6*)

Italians Due Today To Analyze Market

Three leading figures of the Italian film industry will arrive in New York today aboard the *S. S. Queen Mary* to survey various aspects of the American market in connection with Italian films. They are: Dr. Eitel Monaco, president of the National Association of Italian Motion Picture and Allied Industries (ANICA); Italo Gemini, president of the Italian Film Exhibitors Association; and Dr. Francesco Penotti, president of the Italian Film Distributors Association.

A fourth representative, Dr. Renato Gualino, who preceded the group to New York, flew back to Rome over the weekend on urgent business. Dr. Gualino, president of the Italian Film producers Association, will rejoin his

(*Continued on page 6*)

Answers Due Soon On Allied Bid Plan

WASHINGTON, March 26.—Abram F. Myers, general counsel of Allied States Association, disclosed today that he discussed both arbitration and competitive bidding with officials of Loew's and Paramount Pictures during his recent New York trip.

Myers indicated the arbitration problems would take considerable dis-

(*Continued on page 4*)

Easter Grosses at N. Y. First Runs Top 1950; Records Set

With holiday crowds jamming the Times Square area mornings, afternoons and nights, New York first-run houses are reaping an Easter box-office harvest that in many cases is running ahead of previous years and in a few instances is setting house records.

Extra shows and early openings are the rule and up until yesterday few patrons could get in without waiting in lines that often extended for a block or more.

Radio City Music Hall, with "Royal Wedding" and a Easter stage show, reports a smashing $101,000 for the weekend beginning Friday, with a take on Saturday of $30,656 representing the best for any Saturday in the house's history, excluding New Year's Eve shows. With early openings scheduled for 7:45 A.M. on weekdays, the picture's second week is expected to bring in $170,000, about six per cent over Easter week in 1950.

Equally impressive is the first week

(*Continued on page 5*)

Ascap Annual Meet To Hear Report On Producer Talks

A report on Ascap's progress in the negotiations with Hollywood producers for performing rights and fees in connection with the use of music in films is due to be made today by Otto A. Harbach, Society president, at the organization's annual meeting at the Waldorf-Astoria Hotel here.

Harbach will report on a number of other subjects as well. A report prepared by Louis Bernstein, Ascap treasurer, is also scheduled to be delivered to the membership.

Following the general meeting, the annual membership dinner will be held in the grand ballroom of the hotel. Among members of the Society who will be heard from during the banquet will be Sigmund Romberg, Eddie Cantor, Jimmy Durante, Igor Gorin and Eubie Blake.

U. S. Aiding British In Sulphur Crisis

LONDON, March 26.—Film laboratories here estimate that a critical period will be reached within three weeks with respect to supplies of sulphur for film processing purposes, unless relief is obtained before then.

The United States is making an immediate allocation to Britain of 19,000 tons of sulphur but warns that this may possibly be taken out of British allocations during the remainder of the year. The sulphur supply of British industry is at a seriously low level and film laboratories are hoping for a favorable position on the lists of priority users being prepared by the British

(*Continued on page 6*)

Canada Tightens Steel for Theatres

OTTAWA, March 26.—Theatre operators' last hopes of some relaxation or easing of present steel controls to allow construction of new theatres or alterations of existing theatres have been shattered by the statement of Trade Minister Howe here that more rigid restrictions will be required.

Howe pointed out that the Canadian defense production program which this country would like to carry out this year would require approximately 5,500,000 tons of steel. Canada pro-

(*Continued on page 6*)

NSS Dallas Leads Raw Stock Savings

DALLAS, March 26.—The local office of National Screen Service is said to be the first in the country to reach a 100 per cent goal in the conservation of raw film stock, according to Paul Short, NSS divisional manager.

Following the recent announcement from Nathan D. Golden, film section chief of the National Production Authority, that a twenty-five per cent cut in raw film stock could be expected, National Screen immediately launched a drive to offset the anticipated drastic cut which would involve a strict limitation of trailer prints.

"An appeal was sent out which

(*Continued on page 6*)

De Titta Heads 20th's Movietone on Coast

Arthur De Titta has been appointed West Coast supervisor for 20th-Fox Movietone by Edmund Reek, production head of the newsreel organization. De Titta will succeed the late Al Brick, longtime head of the West Coast bureau.

De Titta will make his headquarters in Los Angeles, leaving here next weekend. A 25-year veteran with Movietone, De Titta has headed the company's Washington bureau, its Pacific Coast office, and was assistant European editor.

Propose Code Ban on Film 'Dope' Stories

MPAA Board to Weigh Anti-Narcotics Action

A proposal to repeal the 1946 amendment to the industry's Production Code which authorizes the production of films dealing with narcotics subjects is scheduled to be acted on by the Motion Picture Association of America's board of directors at its annual meeting here today.

Another proposal scheduled for board action today would bar film references to abortion.

Reconsideration by the MPAA board of the 1946 Code amendment permitting film treatment of narcotics subjects is understood to have been asked by Federal Narcotics Commissioner H. J. Anslinger. Drug addiction, particularly among American youths, and the illegal traffic in dope has increased to such an extent in

(*Continued on page 6*)

NEWS FLASHES

WASHINGTON, March 26.-- The Supreme Court today upheld the right of Loew's to fire screenwriter Lester Cole when he was charged with contempt of Congress. It would not hear Cole's appeal from a decision throwing out his suit for reinstatement.

The action may have a bearing on the policy the studios will follow during the coming hearings on alleged Communism in Hollywood.

•

HOLLYWOOD, March 26.-- Herbert K. Sorrell, president of the Conference of Studio Unions which conducted the 1945-46 strike against the studios, has been found guilty by the trial board of the Brotherhood of Painters' executive board of associating with "Red" groups.

Personal Mention

SILAS F. SEADLER, M-G-M advertising manager, is slated to leave here Friday for the Coast on business.

•

MARY E. CHRISTY, secretary to Universal-International Films' vice-president AMERICO ABOAF, became engaged over the weekend to JOSEPH N. VESSIO, of the U. S. Army.

•

SIDNEY BOX, British film producer, and TOM ARNOLD, London theatre proprietor, are due to arrive here from London aboard the S. S. *Queen Mary* today.

•

GAEL SULLIVAN, Theatre Owners of America executive director, yesterday left here for Washington where he plans to remain until the conclusion of the TOA board meeting April 4.

•

DARRYL F. ZANUCK, 20th Century-Fox studio vice-president, who returned here from Europe yesterday, will leave for the Coast by plane today.

•

JAMES R. GRAINGER, Republic distribution vice-president, returned to New York yesterday from Hollywood where he conferred with HERBERT J. YATES, president.

•

MARK L. SANDERS, veteran theatrical promotion man, has resigned his post with the Dipson Theatres circuit, effective April 1, to manage the Seneca Drive-In at Geneva, N. Y.

•

HAROLD WIRTHWEIN, Western sales manager for Allied Artists and Monogram, has arrived in Hollywood from Salt Lake City.

•

C. J. LATTA, chief barker of the London Variety Tent, will attend Variety International's annual convention in Philadelphia on May 9.

•

MOREY GOLDSTEIN, Monogram and Allied Artists general sales manager, will leave here today for Gloversville and Albany, N. Y.

•

ERNEST ZIEGLER of the Universal Pictures still department in New York, has been promoted to student booker in Albany.

•

ALBERT E. BOLLENGIER, United Artists treasurer, is in Hollywood from New York for conferences with producers.

•

PETE DANA, Universal Pictures Eastern sales manager, is in Washington from New York.

•

E. GUY LECORY of Metrotone News is due here tomorrow from France aboard the S. S. *Ile de France.*

•

ANTHONY Z. LANDI, associate producer, has arrived here from the Coast.

•

FRED R. SAMMIS has been named editor-in-chief of all Macfadden Publications, effective immediately.

Tradewise . . .

By SHERWIN KANE

THE failure of Southern California Theatre Owners Association at its recent meeting in Los Angeles to take action on ratifying or rejecting the new organizational plan for the Council of Motion Picture Organizations is a disturbing symptom to industry members who believe that COMPO is needed urgently to cope with the public relations and related business problems of the industry.

Pointing up the potential danger of SCTOA's deferment of action on COMPO, Gael Sullivan, executive director of Theatre Owners of America, said last week that it might influence other TOA regional units to postpone action on COMPO also. Sullivan attended the SCTOA meeting and is credited with having done his utmost to win ratification of the new COMPO organizational plan. It is reported that had it not been for Sullivan's efforts SCTOA would have vetoed COMPO, instead of merely deferring action.

Sherrill Corwin, one of the ranking officers of SCTOA, told this department last week that the organization is so busy coping with trade practice problems in the Los Angeles area that it had no time to devote to COMPO at its recent meeting. He was unwilling to predict when action might be expected, saying that it depended on the time required to resolve the area's trade practice problems. "We are taking first things first," he said.

•

Another theatre operator, high in the counsels of TOA and thoroughly familiar with the Southern California situation, told MOTION PICTURE DAILY that SCTOA members are so antagonistic to distribution in consequence of trade practice conditions in the area that they flatly refuse to sit with distributor representatives in COMPO, or to cooperate in any other joint endeavor involving distribution, until their local problems are resolved.

Whatever the reasons may be for SCTOA's disdain of COMPO, the record shows that it was the first and most potent dissenter within TOA's ranks. This was publicly expressed as a grievance over lack of adequate local and regional representation for exhibitors on COMPO's national board, and was used to influence or strengthen the disinclination of others not to cooperate in advancing COMPO.

As a result, the activation of COMPO was delayed for months at an extremely critical period in the industry's attempt to cope with its public relations and economic problems. Thereafter, to placate such dissidents as SCTOA, the original structure of COMPO was torn apart, in order that the organization might be saved and was re-built, after much travail and loss of valuable time, to include representation for regional COMPO members, as demanded by the dissatisfied TOA units.

It may be seen now, in the light of SCTOA's refusal to act on the changes made largely at its behest and for its benefit, how shallow were those stated objections at the time they were made.

•

TOA, of course, made no claim at the time COMPO was reorganized to comply with its members' wishes that it could deliver its affiliates after their advertised objections had been met. It would seem, however, that if Sullivan's apprehension over the possibility of similar delaying tactics by other TOA units is well grounded, TOA's national administration should ascertain the facts at its Washington board meeting next week, and make known the results to the industry.

Too much valuable time has been lost already. COMPO and the industry should not be kept waiting longer in the hope of obtaining the aid of those not disposed to give it.

• •

It remains to be observed in passing that the phenomenal public interest displayed in the telecasts of the Senate's Kefauver crime investigating committee serves to underline a message that the nation's newspaper and magazine television editors participating in the MOTION PICTURE DAILY-*Fame* annual television polls have been emphasizing for the past two years.

That is, that television's most important role is as a news medium and that its greatest potentialities will be realized when it brings events of wide public interest to its viewers as they happen and when they happen. The editors maintain that in other fields television is and will remain "second-rate theatre."

Myers and Rembusch Invited to NCA Meet

MINNEAPOLIS, March 26.—North Central Allied has invited national Allied board chairman Abram F. Myers and national president Trueman Rembusch to deliver the main addresses at the local unit's annual convention in Minneapolis, May 7-8. Myers was invited to explain the consent decrees and exhibitor rights under the Federal Court. Rembusch would discuss television.

NCA president Ben Berger has appointed Ted Mann, chairman, Martin Lebedoff, Al Lee and James Zien to assist NCA executive counsel Stan Kane with convention plans.

Iowa-Nebr. to Honor Berger

MINNEAPOLIS, March 26. — The Iowa-Nebraska Allied unit will honor North Central Allied president Ben Berger at a testimonial banquet in Des Moines on April 11. The testimonial to Berger will climax a two-day convention of the Iowa-Nebraska exhibitor unit, to be held at the Savery hotel, Des Moines, April 10-11. Stan Kane, NCA executive counsel, has also been invited to attend.

Pittsburgh Variety Will Honor Dana

PITTSBURGH, March 26.—A testimonial dinner for Pete Dana, Universal-International Eastern sales manager, will be given by the Pittsburgh Variety Club Tent No. 1 on April 9 in the William Penn Hotel here. Dana formerly was Universal's branch manager here.

Maurice Bergman, U-I director of public relations, will be toastmaster. Mayor David L. Lawrence of Pittsburgh will be honorary chairman, with John Walsh and Abe Weiner as co-chairman. Wally Allen is in charge of publicity and arrangements.

Lust Opens 11th Theatre

WASHINGTON, March 26.—Veteran Washington exhibitor Sidney Lust has opened his 11th theatre here. It is the Allen, located at a main intersection in Takoma Park, Md.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
FRED ASTAIRE - JANE POWELL
"ROYAL WEDDING"
Color by TECHNICOLOR
A Metro-Goldwyn-Mayer Picture
plus THE MUSIC HALL'S GREAT EASTER STAGE SHOW

Paramount presents
BOB HOPE
MAXWELL · NOLAN · DARWELL
in DAMON RUNYON'S
The **LEMON DROP KID**
IN PERSON BILLY ECKSTINE
ALAN KING · RAUL & EVA REYES
EXTRA HUGO WINTERHALTER
HIS ORCHESTRA AND CHORUS
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

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FACTS ABOUT M-G-M's "ROYAL WEDDING" BY AIRMAIL!

(The data on this page was telephoned to M. P. DAILY *at press deadline. It was set up at the press and rushed into the airmail service.)*

First 80 dates top
M-G-M's Biggest Technicolor
Musicals including
famed "Three Little Words"
and "Summer Stock"

Imagine this at
Radio City Music Hall!

1st Week terrific!
2nd Week beats the first!
3d Week tops them both!

M-G-M "THE BEST IN MUSICALS"

National Pre-Selling

CECIL B. DeMILLE is starred in a short Technicolor film which he recently completed for Paramount to be shown in theatres throughout the country in connection with the annual drive of the United Cerebral Palsy Associations, which will start in April. The picture is entitled "The House on Any Street," and DeMille appears in the film and serves as commentator, with a cast of young Paramount players and children from the Orthopedic Hospital, where some of the scenes were shot. Leonard Goldenson, president of United Paramount Theatres, is president of the UCPA, and Bob Hope is national drive chairman.

•

Bill Farrell, singing star of M-G-M records, is profiled in the April *Seventeen*. The article, titled "Young New Voice" tells of his rise to fame from high school vocalizing. An illustrated double-page in the same issue features the 18-year old French dancing star, who tells how she came to be chosen by Gene Kelly as his leading lady in the forthcoming "An American in Paris." MGM's Technicolor musical, "Royal Wedding" is named "Picture of the Month" by the magazine.

•

Woman's Home Companion *for April, due on newsstands, has a two-column story on the different characterizations of "Alice in Wonderland" —including the original little girl who inspired Lewis Carroll's famous book. Under the title, "Do You Know Your Alice," four pictures and captions ask one to identify the real Alice Liddell, the historic drawing of "Alice" by John Tenniel, Walt Disney's cartoon character and a photo of Kathy Beaumont, who is the "voice" of "Alice" in the new motion picture.*

•

Waycross, Georgia, wins the world premiere showing of "Queen for a Day" in a contest between 540 cities, conducted by producer Robert Stillman over Mutual Broadcasting. April 14 will be the lucky day, and Southern hospitality will be pushed to new heights to prove how popular this promotion idea turned out to be. The entire city is involved, and the contest to determine the "Queen" will be held in Waycross Stadium, seating 10,000, or more than half the population. The climatic event will be a grand ball in honor of the winning "Queen" with the whole town invited. The picture has been named by the General Federation of Women's Clubs as "one of the best ever seen," by Mrs. Harry Lilly, national chairman.

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An all-out promotion and exploitation campaign for "The Scarf" was kicked off with the arrival in New York of Mercedes McCambridge, star of the film, for a two-week round of intensive publicity efforts under the direction of Max E. Youngstein, vice-president and director of national advertising for United Artists. James Barton will also participate in a series of personal appearances, with the star appearing on various radio and television shows, and for the entire round of newspaper, magazine and fan interviews. Youngstein's staff, under Fransic Winikus, ad manager, and Al Tamarin, publicity manager, have devised a hard-hitting campaign based on the sensational theme of the picture.

Review

"Go for Broke"

(Metro-Goldwyn-Mayer)

DORE SCHARY, who turned out an outstanding war production in "Battleground," repeats the performance in "Go for Broke." The picture recounts the story of the 442nd Regimental Combat Team, one of the most decorated fighting units of World War II, which was composed of Americans of Japanese ancestry. All were volunteers from the Continental U. S. and Hawaii. The curiously catching title, "Go for Broke," derives from Hawaiian dice-shooting slang for "shoot the works!" which was their battle cry.

Van Johnson is the only major marquee name in the virtually all-male cast. Gianna Canale, as a soldier-bewitched Italian lass, shares a brief interlude of passing amour with Johnson. As for performances, they are all convincing and top-notch. The picture is one of seize and scope, constituting 92 minutes of undiluted entertainment. Whether the picture will stimulate the box-office popularity it merits is a question that can not be answered with certainty in these days of renewed wartime anxieties.

The story opens with Johnson, fresh out of OCS, assigned to the newly-activated 442nd. The idea of being assigned to a platoon of Japanese-Americans is distasteful to him and he is not very subtle in disguising his feelings. Attempts to get a transfer are unavailing so Johnson releases his frustrations in strict disciplinary measures for the hard-pressed platoon. The unit goes overseas, and gradually, under fierce baptisms of fire, Johnson begins to feel a close bond with his men. By the time the finale rolls around Johnson is aware of the monstrousness of prejudice and its affront to the fraternity of man.

Robert Pirosh, who directed and wrote the screenplay, has injected a vivid sense of documentary realism into the combat scenes. The regiment's relentless drives to battlefield glory, now a matter of recorded history, are recreated with power and imagination.

Sub-plots and comic incidents weave in and out of the film to add to its imposing stature. Schary has done it again.

Running time, 92 minutes. General audience classification. Release date, May 25.

MANDEL HERBSTMAN

Contests are emerging as key promotion items for the exploitation of Columbia's "Valentino," following the success of this policy in key situations. Edward Harrison, manager of the Bijou Theatre, Springfield, Mass., concentrated on radio programs and hotel and night club tie-ups. Nate Wise, publicist for RKO Theatres in Cincinnati, promoted two top daily newspaper contests. A pre-selling campaign is being worked out in Portland, Ore., in which a contest is built around nightly tango sessions, tied in with night clubs and newspapers.

•

An intensive three weeks schedule of radio and TV guest appearances for 20th Century-Fox's "I Can Get It for You Wholesale" is now being completed by Sam Jaffe, who is featured in the film. The actor has been scheduled on the Wayne Howell show (NBC), with Jane Pickens (NBC), Johnny Olsen's Luncheon Club (ABC), Nancy Craig (ABC), Strike It Rich (CBS), Bill Leonard (CBS), Luncheon at Sardi's (WOR), Margaret Arlen (CBS-TV), Buddy Rogers (WOR), Barbara Wells (WOR-TV), Gloria Swanson (WOR), and Poole's Paradise (WOR).

A special fashion show with Jaffe as commentator will also herald the picture over the Tex and Jinx show (WBNT) next Tuesday. The program will feature nine gowns designed for the film by Charles Le Maire, fashion director for 20th Century-Fox.

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Morris Mechanic, owner of the New Theatre, Baltimore, staged a gala opening for "Bird of Paradise" with civic and social leaders, beautiful models, a special drum and bugle corps and Debra Paget's sarong, with sound trucks, kleig lights and fanfare. The fashion show and auctioning off of the sarong for the benefit of the Cancer Fund was attended by the Governor of Maryland and the Mayor of Baltimore, with a host of other dignitaries.

—WALTER BROOKS

High Court Hears RCA on Color TV

WASHINGTON, March 26.—The Supreme Court today heard about three hours of argument in the color television controversy and then quit for the day. It will hear another hour's argument tomorrow, before taking the case under advisement.

Before the high court is RCA's appeal from the Chicago three-judge court ruling upholding the Federal Communications Commission's decision approving the CBS color television system. The court will not hand down a decision before April 9, its next decision session.

John T. Cahill, RCA attorney, told the court the CBS color plan was already "obsolete." He said the system devised by RCA gives promise of providing color without the loss of detail which he said characterized the CBS system.

Justice Motion Today Hits Sutphen Claim

The Justice Department is scheduled to file today a motion asking the U. S. Supreme Court to affirm the action of the three-judge statutory court denying Sutphen Estates of the right to intervene to contest the Warner consent decree.

The motion, to be filed with the New York Court, declares that Sutphen's lease on the Strand Theatre, Washington, is in no way lessened in value as a result of the consent decree, and that Sutphen has no standing in the proceedings. It will be several weeks before the matter actually reaches the Supreme Court and is acted on.

Doris Day Over 'AF'

LOS ANGELES, March 26.—A special salute to Doris Day, star of Warner Brothers' Technicolor musical, "Lullaby of Broadway," was beamed around the world tonight by the Armed Forces radio.

And Drive-ins They Shall Be: Allied

Washington, March 26.—Allied States has admitted defeat in its campaign to have drive-in theatres called "outdoor theatres."

Allied general counsel Abram F. Myers stated in a bulletin that the term "outdoor" was brought forward to emphasize the kinship between drive-ins and conventional theatres. "But word drive-in was too firmly established and could not be supplanted," he declared. From now on, even Allied will call 'em "drive-ins."

Links Drive-ins to Industry's Future

WASHINGTON, March 26.—Predicting that drive-in theatres will become more and more important in the set-up of the film industry, Abram F. Myers, general counsel of Allied States, declared that "it is inevitable that for a long time theatre construction will be largely confined to drive-ins."

Myers said this would be true because of scarcities of building materials and building skills, if for no other reason.

In a bulletin beating-the-drums for Allied's coming Drive-in Theatre Owners Convention, to be held in Kansas City May 15, 16 and 17, in conjunction with Allied's spring board meeting, Myers said that while owners of indoor theatres at first resented drive-ins, and while "minor differences have arisen" between the two kinds of theatres in some areas, "they have so many common interests and so few that are antagonistic that it is only common sense they should belong to the same associations. Both will be better off working together in established Allied organizations than working at cross purposes in rival organizations."

Allied Bid Plan

(*Continued from page* 1)

cussion, emphasizing the "vastness" of the issues involved. He said the distributors had promised to give Allied fairly soon, answers on Allied's plan to change the competitive bidding sections of the Paramount decree.

Myers said all discussions had been "in the most general terms—just canvassing the edges of the situation," and that "nothing definite was agreed on or pointed up."

Meetings were held with Paramount general counsel Austin Keough and with J. Robert Rubin and William Rodgers of Loew's, according to Myers. He said further meetings with these officials and with spokesmen for other companies would be held "in the near future, but definitely not this week."

Ampa to Tour Plant

Today's Association of Motion Picture Advertisers' scheduled tour of the *New York Herald Tribune* offices will be attended by the publishers of the newspaper, Helen Rogers Reid, Whitelaw Reid and Ogden Reid, according to an announcement by Harry K. McWilliams, AMPA's president.

Loop Grosses Perk Up After A Lull

Chicago, March 26.—Easter Weekend business in the Loop was generally excellent. After a rather slow week, business really pepped up. The biggest thing in the Loop was "Payment on Demand" at the Woods. Business was described as "sensational."

"Call Me Mister" and a stage show headed by Dick Contino continued into a very strong second week at the Chicago. "Royal Wedding" and a stage show at the Oriental also started a hearty second week. Other houses were doing "very nicely."

N. Y. Grosses

(*Continued from page* 1)

of "The Lemon Drop Kid" at the Paramount, where a resounding gross of $97,000 is expected. The biggest Easter Sunday gross in the history of the theatre is reported and hold-outs have been the rule. Billy Eckstine heads the stage bill.

"Bird of Paradise" is bringing the Roxy an excellent $98,000 for its second week, which is about $15,000 over the opening week. Tony Martin is the star stage attraction.

At the Strand, "Storm Warning" and Josephine Baker on stage, held over for Easter, grossed more than satisfactory, at $35,000 for the final three days; "Lullaby of Broadway" opened there yesterday. "Inside Straight" at the Capitol failed to keep pace with the Easter boom, with a so-so $32,000 due for a second and final week. "Soldiers Three" will go in there on Thursday.

'Up Front' Tops

Top grosser among the new pictures at the straight film policy houses is "Up Front" at Loew's State. It opened on Saturday and by Sunday had clicked at the turnstiles to the tune of $20,000. If attendance holds up, the first week's gross is expected to exceed $50,000, the best figure at that stand in many a month. The State is also showing "The M-G-M Story" in lieu of regular short subjects.

"The Prince of Peace" is making the Criterion management happy with grosses that approach capacity. Friday's opening set an all-time single day attendance and receipts record, it is said, and the first week's total is expected to reach $45,000. Also opening big is "Rawhide" at the Rivoli, with $14,500 for Saturday and Sunday; a week's total of about $33,000 is estimated.

"Born Yesterday" at the Victoria still continues to lead holdovers. The Easter upsurge is expected to lift the 14th week's gross to $26,000, a good figure for any week. "Cyrano de Bergerac" is up to $8,500 in a 20th week of its two-a-day run at the Bijou. The Astor expects $18,000 for the third week of "14 Hours" which is good business, but not up to holiday caliber.

"Gambling House" is having a mild second and final week at the Mayfair, with about $8,000 coming in; "Oh! Susanna" will open there on Saturday. At the Globe, "No Orchids for Miss Blandish" is up a bit in its fifth week, with about $12,000 estimated.

"Trio" is winding up a long and satisfactory run at the Sutton, with about $4,000 estimated for the 25th week.

"Of Men and Music" concluded a successful six-week run at the Park Avenue yesterday, with a $4,500 gross for the final week. "Odette" will begin its regular run there today, following an invitational U. S. premiere held last night.

Theatres Lure TV-Weary New Yorkers from Homes



Cosmo-Sileo Photo for MOTION PICTURE DAILY

HUNGRY for entertainment and encouraged by brisk but bright spring weather and school vacations, New Yorkers are turning off their television sets and are besieging Broadway first-run theatres from early morning to late at night. Above photo shows a portion of the waiting line at Radio City Music Hall, typical of the scene there from last Friday through yesterday, and expected to be repeated throughout the week. At times, the line completely encircled the block from 50th Street and Sixth Ave. to Rockefeller Plaza, north to 51st Street and then back to Sixth Ave., standing four abreast.

The Music Hall program features M-G-M's "Royal Wedding" and its annual pageant on stage, "Glory of Easter," being presented for the 19th consecutive year.

Tickets On Sale at Paramount For Runyon Fund Benefit

Tickets for the Damon Runyon Memorial Fund benefit on April 8 at the Paramount Theatre will go on sale in the lobby today. Price range is from $2 to $25, tax included, with all proceeds going to the fund.

The benefit stage show will begin at 11 P.M. and will be followed by a special showing of "The Lemon Drop Kid," the current Paramount feature. Among the stars who will appear in person are Bob Hope, master of ceremonies, Frank Sinatra, Billy Eckstine, Jimmy Durante, Tallulah Bankhead and Ethel Merman.

For the first time in theatrical history, all unions involved have waived payment, and will donate their services free of charge. These unions are: AGVA; Local 802, American Federation of Musicians; Local 1, Stagehands, IATSE; and Local 306, Motion Picture Operators, IATSE.

'Rice' a Top Grosser

CHICAGO, March 26.—"Bitter Rice," Italian import now in its 11th week at the World Playhouse, is the biggest grossing foreign language film ever to play Chicago, according to Charles Teitel, Playhouse manager. "Rice" took in $10,000 for its first week, $8,000 for its second, $7,000 for the third, and since then has been averaging between $3,000 and $5,000 weekly.

Jap War Film Sets S. F. House Record

SAN FRANCISCO, March 26.—"Suicide Attack," an exploitation special compiled from official Japanese Army-Navy footage of the Pacific War from Pearl Harbor to the surrender, grossed $5,000 over the weekend at Sherrill Corwin's 1,000-seat Esquire here, to establish a new house record.

The picture is being presented by Louis Pollock, former Universal and United Artists advertising executive, who arranged the engagement here at the suggestion of RKO Pictures officials who have discussed national release of the picture with Pollock. In a previous test engagement it set a five-year record at the 700-seat Cabrillo, San Diego, with a $6,000 week.

'Yesterday' Grossed Heavily in Chicago

CHICAGO, March 26.—Columbia's "Born Yesterday" has completed a 10-week-run at the Woods, said to be the most successful engagement at that theatre in the past two years. The film grossed about $40,000 for its first week, $35,000 for its second, $22,000 for the third, and averaged between $15,000 and $20,000 weekly for the remainder of the run.

The film begins its subsequent-run on April 6 when it is booked into a local record number of 30 theatres in the area.

'Cyrano' Bows in Canada

TORONTO, March 26.—The first film roadshow in many weeks here is the Canadian premiere of "Cyrano de Bergerac," which opened today at the International Cinema, the price scale $1.00 and $1.50.

RKO RADIO PICTURES, Inc.
TRADE SHOWINGS of
SOL LESSER'S
Presentation of
"KON-TIKI"

ALBANY Fox Scr. Rm. 1052 Broadway	Mon. 4/2	8:00	P.M.
ATLANTA RKO Scr. Rm. 195 Luckie St., N.W.	Mon. 4/2	10:30	A.M.
BOSTON RKO Scr. Rm. 122-28 Arlington St.	Mon. 4/2	10:30	A.M.
BUFFALO Mo. Pic. Oper. Scr. Rm. 498 Pearl St.	Mon. 4/2	2:30	P.M.
CHARLOTTE Fox Scr. Rm. 308 S. Church St.	Mon. 4/2	2:00	P.M.
CHICAGO RKO Scr. Rm. 1300 S. Wabash Ave.	Mon. 4/2	2:00	P.M.
CINCINNATI RKO Scr. Rm. 12 East 6th St.	Mon. 4/2	8:00	P.M.
CLEVELAND Fox Scr. Rm. 2219 Payne Ave.	Mon. 4/2	2:30	P.M.
DALLAS Para. Scr. Rm. 412 South Harwood St.	Mon. 4/2	2:30	P.M.
DENVER Para. Scr. Rm. 2100 Stout St.	Mon 4/2	2:00	P.M.
DES MOINES Para. Scr. Rm. 1125 High St.	Mon. 4/2	1:00	P.M.
DETROIT Blumenthals Scr. Rm. 2310 Cass Ave.	Mon. 4/2	2:30	P.M.
INDIANAPOLIS Fox Scr. Rm. 326 N. Illinois St.	Mon. 4/2	2:30	P.M.
KANSAS CITY Para. Scr. Rm. 1800 Wyandotte St.	Mon. 4/2	2:30	P.M.
LOS ANGELES RKO Scr. Rm. 1980 S. Vermont Ave.	Mon. 4/2	2:00	P.M.
MEMPHIS Fox Scr. Rm. 151 Vance Ave.	Mon. 4/2	2:00	P.M.
MILWAUKEE Warner Scr. Rm. 212 W. Wisconsin Ave.	Mon. 4/2	2:00	P.M.
MINNEAPOLIS Fox Scr. Rm. 1015 Currie Ave.	Mon. 4/2	2:00	P.M.
NEW HAVEN Fox Scr. Rm. 40 Whiting St.	Mon. 4/2	2:00	P.M.
NEW ORLEANS Fox Scr. Rm. 200 S. Liberty St.	Mon. 4/2	10:30	A.M.
OKLAHOMA Fox Scr. Rm. 10 North Lee St.	Mon. 4/2	10:30	A.M.
OMAHA Fox Scr. Rm. 1502 Davenport St.	Mon. 4/2	1:00	P.M.
PHILADELPHIA RKO Scr. Rm. 250 N. 13th St.	Mon. 4/2	2:30	P.M.
PITTSBURGH RKO Scr. Rm. 1809-13 Blvd. of Allies	Mon. 4/2	1:30	P.M.
PORTLAND Star Scr. Rm. 925 N.W. 19th Ave.	Mon. 4/2	2:00	P.M.
ST. LOUIS RKO Scr. Rm. 3143 Olive St.	Tues. 4/3	11:30	A.M.
SALT LAKE CITY Fox Scr. Rm. 216 E. 1st St. South	Mon. 4/2	1:30	P.M.
SAN FRANCISCO RKO Scr. Rm. 251 Hyde St.	Mon. 4/2	2:00	P.M.
SEATTLE Jewel Box Scr. Rm. 2318 2nd Ave.	Mon. 4/2	2:00	P.M.
SIOUX FALLS Hollywood Thea. 212 N. Philips Ave.	Mon. 4/2	10:00	A.M.
WASHINGTON Film Center Scr. Rm. 932 New Jersey Ave.	Mon. 4/2	2:30	P.M.

Code-'Dope'

(*Continued from page* 1)

recent years that many Federal and local law enforcement officials regard it as the nation's No. 1 crime problem now.

The Production Code originally placed an unqualified ban on the presentation of the illegal drug traffic as subject matter for films. The 1946 amendment to the Code opened the door to dope film production by eliminating the ban and stating qualifications to be observed in producing films dealing with narcotics subjects. According to the amendment, such films should not stimulate curiosity concerning narcotics nor show their use or effects in detail.

Federal narcotics officials and others are reportedly agreed now that any manner of presentation of the dope subject, kindles the curiosity of the susceptible.

It could not be learned yesterday how MPAA board members stand on repeal of the Code Amendment permitting narcotics subject matter in films. Production Code administrator Joseph I. Breen arrived here yesterday from the Coast, presumably for consultation with the board on the subject.

Reelection of directors and officers of MPAA also is scheduled for today's meeting.

Kefauver Hearings

(*Continued from page* 1)

Other committee members appearing are chairman, Charles W. Tobey, Herbert R. O'Conor, Lester C. Hunt, Alexander Wiley and the committee's chief counsel, Rudolph Halley.

Frank Costello, whose objections kept television audiences from seeing more than his hands and shoulders during his testimony, will appear in full face in the feature, 20th-Fox said yesterday.

Among the other witnesses who appear in the film are Virginia Hill Hauser, Ambassador William O'Dwyer, Frank Erickson, Anthony Anastasia, James J. Moran, John P. Crane and Jake Guzik.

Process Prints Here

A record number of prints are being processed at the company laboratories here, according to the 20th-Fox statement, and they are expected to be available from Coast to Coast by tomorrow. More than 1,200 theatres have asked for the crime report, according to 20th-Fox, and it is expected that the timely subject will get mass booking.

The film, produced by Edmund Reek with narration interpolated by Joe King, is taken from the complete photographic record amounting to more than 100,000 feet of film. Two newsreel cameras were in operation constantly during the hearings here. with the companies rotating turns and pooling the result.

All the newsreels have shown excerpts of the hearings on their regular issues during the past two weeks but 20th-Fox is the only company to produce a feature-length picture from the event that has held top news attention throughout the nation.

Through editing and condensation the highlights and essence of the complete hearing has been compressed into the hour-long picture, according to Levathes. He said that only a person who had personally attended all the hearings or who had sat glued in front of a TV set for the full time would get a more complete view of the proceedings.

Even the hypothetical full-time TV watcher would not have seen Costello's face, Levathes pointed out. He mentioned that the Movietone presentation will offer direct comparison in visual quality and in reportorial effectiveness with television's coverage of the same event.

He predicted that the film treatment will heighten the dramatic effect of the hearings and that, through intelligent editing, the civic significance of the investigation will be clearer.

Levathes said that his office was swamped yesterday with requests for the film as news of its release reached the various branches. He said that exhibitors are being asked to utilize the headlines from their own city newspapers as a promotional base in advertising the news feature.

Review

"Circle of Danger"

(David E. Rose—Eagle Lion Classics)

THE FRESHNESS of approach of "Circle of Danger" immediately sets it far above the standard run of melodramas. Merchandise-wise, this David E. Rose presentation has a good drawing attraction, namely Ray Milland, at the head of the cast which also includes Patricia Roc and Marius Goring.

The story, which has its origin in fact, opens with Milland returning to Europe from the United States to dig up information about the mysterious death of his brother while the latter was serving as a commando with the British Forces in the last war. Milland strongly suspects that it was not an enemy bullet that terminated his brother's life. In England he goes through a series of maneuvers in order to get the name of someone in the raiding party on the occasion of the death. One clue leads to another and in time Milland winds up in Scotland at the estate of Hugh Sinclair who was the major in command on the fateful day. Fortunately for those interested in romantic affairs, Milland here meets attractive Miss Roc, and interesting possibilities develop. Sinclair provides Milland with a list of men in the raiding party. There follows visit after visit in order to track down confirming information. Finally, at the end of the trail, Milland learns that it actually was Sinclair who killed his brother. Bent on retribution Milland returns to face Sinclair, only to learn however, that the circumstances of the death were justified, and that under similar conditions, he would have done the same thing.

Although fate cheats Milland of retribution, it compensates with romance.

A Coronado Production, this British-made film was produced by Joan Harrison and directed by Jacques Tourneur from the screenplay by Philip MacDonald.

Running time, 86 minutes. General audience classification. For April release.

M. H.

Italians Due Today

(*Continued from page* 1)

colleagues here on April 2.

The four-man delegation was invited to this country by John G. McCarthy, Motion Picture Association vice-president in charge of international affairs, to make a study of the pontentialities for Italian films in the U. S. as a preliminary to the negotiation of a new Italo-American film agreement.

American film industry officials, including heads of the distribution companies, circuit and theatre executives, and the trade press will attend an MPAA-sponsored reception in honor of the visitors on Thursday at the Radio City Music Hall studio.

Ia. Building Code Bill Advanced

DES MOINES, March 26.—Iowa's House of Representatives has passed and sent to the state Senate a bill to set up a code governing construction of theatres and other buildings used by the public. Under the bill, all future construction would come under the jurisdiction of a seven-member building code council, which would appoint a commissioner to administer the act.

Steel for Theatres

(*Continued from page* 1)

duces only about 2,800,000 tons and, if Canada is lucky, she can import another 1,250,000 tons. This would leave about 1,225,000 tons to be secured through curtailment of ordinary civilian use in the Dominion.

Canadian Film Board Will Get $300,000 Building

OTTAWA, March 26.—A $300,000 appropriation has been listed in the Canadian government's estimates of expenditures for the construction of a building for the National Film Board in Montreal, with speculation here being that this might be the start of an old rumor that some executive offices of the NFB may be established there.

It is also believed here that, in view of a number of privately-owned studios being concentrated in Montreal, motion picture production for the NFB may be undertaken in Montreal, too, this being in addition to NFB executive offices.

NSS Raw Stock

(*Continued from page* 1)

brought 100 per cent cooperation from all theatre owners, operators and managers throughout Texas," it was said. "Pledges have been signed which will be forwarded to Golden's office. Included are all circuit heads, independent organizations, Theatre Owners of America and Allied, projectionist unions and film truck lines of Texas.

This contribution, which is voluntary on the part of Texas showmen, will be effected through the immediate return of all trailers after their use which will automatically cut down the need for additional prints.

Georgia MPTOO to Meet

ATLANTA, March 26.—Fourth annual convention of the Motion Picture Theatre Owners and Operators of Georgia will be held at the Biltmore Hotel on May 12-14-15. The organization was founded here four years ago.

High Court Refuses Jurisdiction Issue

WASHINGTON, March 26.—The U.S. Supreme Court today refused to hear an appeal from a lower court decision declaring that U.S. District Courts could in certain circumstances decide whether or not to transfer private treble-damage anti-trust suits to districts more convenient for the defendants.

Without an opinion or an indication of how the Justices voted, the Court said it would not review the so-called Tivoli case. Involved are two treble-damage suits against eight distributors and the Interstate and Texas Consolidated circuits. These suits were brought in Delaware by Tivoli Realty, Inc., and I. B. Adelman. The defendants asked Delaware District Court Judge Rodney to transfer the case to Texas, but he ruled that five of the defendants could not be legally served in Texas and therefore he had no power to consider the defense motion. The Third Circuit Court of Appeals overruled Rodney, declaring he could consider whether to transfer the suit so long as the five defendants agreed to allow themselves to be served in Texas—which all five said they were. Tivoli and Adelman appealed to the Supreme Court.

Appeal Is Passed On MacArthur Case

WASHINGTON, March 26.—The deadline for an appeal to the U. S. Supreme Court by Kass Realty Co. in the MacArthur Theatre case here has passed without an appeal.

Kass had originally announced it would ask the high court to review the District Court of Appeals decision that neither Stanley Co. nor K-B Amusement Co., partners in the MacArthur venture, were liable for damages for failing to designate jointly a site for a second theatre to be built by Kass. Apparently the realty firm later changed its plans, and no appeal was taken.

Maine Exhibitors Oppose New Tax

AUGUSTA, ME., March 26.—Maine theatres could not survive a municipal tax of possibly 10 per cent on top of the existing 20 per cent Federal admission tax, Arthur F. Tiffin, spokesman for state theatre operators, told the legislative taxation committee here.

Tiffin spoke in opposition to a bill introduced by Rep. Paul Woodworth, Fairfield Republican, which would authorize cities and towns to tax numerous transactions, occupations or personal property not subject to state taxation, including theatre admissions.

UK Sulphur Crisis

(*Continued from page* 1)

Board of Trade. If their critical status is not recognized in the B. of T.'s internal rationing program, some laboratories will have to reduce their output, if indeed they don't close down entirely.

Two American experts, Francis J. Curtis of Monsanto Chemical Co., and Edwin B. Lopkes of Blockson, are examing Britain's sulphur position and will begin definite talks with the B. of T. tomorrow with respect to future U. S. allocations.

MOTION PICTURE DAILY'S BOOKING CHART

WEEK OF	COLUMBIA	EAGLE LION CLASSICS	M-G-M	MONO.	PARA.	REPUBLIC	RKO	20TH-FOX	U. A.	UNIV.-INT'L.	WARNERS	LIPPERT
Feb. 18	(Feb. Releases) BORN YESTERDAY Judy Holliday Broderick Crawford C—103 min. (Rev. 11/17/50) OPERATION X Edward G. Robinson Peggy Cummins D-79 min. (Rev. 12/18/50) COUNTERSPY MEETS SCOTLAND YARD Howard St. John D—67 min. (Rev. 11/21/50)		CAUSE FOR ALARM Loretta Young Barry Sullivan D—74 min. (Rev. 1/26/51)	THE VICIOUS YEARS Tommy Cook Gar Moore D—79 min. (Rev. 2/23/50)	(Feb. Releases) THE GREAT MISSOURI RAID (Color) Wendell Corey Macdonald Carey D—85 min. (Rev. 12/1/50) SEPTEMBER AFFAIR Joan Fontaine Joseph Cotten D—104 min. (Rev. 10/11/50)	MISSING WOMEN Penny Edwards James Millican D—60 min. (Rev. 3/13/51) NIGHT RIDERS OF MONTANA Allan "Rocky" Lane O—60 min. (Rev. 3/12/51) SILVER CITY BONANZA Rex Allen O—67 min. (Rev. 3/21/51) CUBAN FIREBALL Estelita Rodriguez Warren Douglas CD—78 min. (Rev. 3/12/51)	CRY DANGER Dick Powell Rhonda Fleming D—79 min. (Rev. 2/1/51) PAYMENT ON DEMAND Bette Davis Barry Sullivan D—90 min. (Rev. 2/15/51)	(Feb. Releases) CALL ME MISTER (Color) Betty Grable Dan Dailey M—95 min. (Rev. 1/24/51) I'D CLIMB THE HIGHEST MOUNTAIN (Color) Susan Hayward William Lundigan D—88 min. (Rev. 1/12/51) THE 13th LETTER Charles Boyer Linda Darnell D—85 min. (Rev. 1/19/51)		(Feb. Releases) OPERATION DISASTER John Mills D—100 min. (Rev. 1/10/51) TOMAHAWK (Color) Van Heflin Yvonne De Carlo O—82 min. (Rev. 1/8/51) BEDTIME FOR BONZO Ronald Reagan Diana Lynn C—83 1/3 min. (Rev. 1/15/51) TARGET UNKNOWN Mark Stevens Don Taylor D—90 mins. (Rev. 1/30/51)		
Feb. 25		(Feb. Releases) THEY WERE NOT DIVIDED Edward Underdown D—102 min. DERBY WINNER D									THE ENFORCER Humphrey Bogart D—87 min. (Rev. 1/23/51)	
Mar. 4	RIDING THE OUTLAW TRAIL Charles Starrett O—56 min. (Rev. 2/9/51) REVENUE AGENT Douglas Kennedy Jean Willes D—72 min. (Rev. 12/5/50)		THREE GUYS NAMED MIKE Jane Wyman Van Johnson C—79 min. (Rev. 2/9/51)	NAVY BOUND Tom Neal Regis Toomey D—60 min. (Rev. 2/20/51)							SUGARFOOT (Color) Randolph Scott Adele Jergens O—80 min. (Rev. 1/30/51)	
Mar. 11	A YANK IN KOREA Lon McCallister D—73 min. (Rev. 2/13/51)	THE HOODLUM D THE BLUE LAMP Jack Warner Jimmy Hanley D—84 min. (Rev. 6/1/50)	INSIDE STRAIGHT David Brian Arlene Dahl Barry Sullivan D—89 min. (Rev. 3/5/51)	MAN FROM SONORA Johnny Mack Brown O—54 min.	(Mar. Releases) SAMSON AND DELILAH (Color) Hedy Lamarr Victor Mature George Sanders D—128 min. (Rev. 10/21/49)	OH! SUSANNA (Color) Rod Cameron Adrian Booth O—90 min. (Rev. 3/12/51)		(Mar. Releases) SWORD OF MONTE CRISTO (Color) George Montgomery Paula Corday D—80 min. (Rev. 3/9/51) LUCKY NICK CAIN George Raft Coleen Gray D—87 min. (Rev. 2/7/51)	(Harry M. Popkin) THE SECOND WOMAN Robert Young Betsy Drake D—91 min. (Rev. 1/17/51)		LIGHTNING STRIKES TWICE Ruth Roman Richard Todd D—91 min. (019) (Rev. 2/20/51)	FINGERPRINTS DON'T LIE Richard Travis Sheila Ryan D (Release: 3/3/51)
Mar. 18	(Mar. Releases) "M" David Wayne Howard DaSilva D—88 min. (Rev. 3/6/51) AL JENNINGS OF OKLAHOMA (Color) Dan Duryea Gale Storm O—79 min. (Rev. 1/17/51)	MY OUTLAW BROTHER Mickey Rooney Robert Preston O—82 min. (Rev. 2/6/51)	ROYAL WEDDING (Color) Fred Astaire Jane Powell MC—93 min. (Rev. 2/6/51)	GYPSY FURY Viveca Lindfors D	THE MATING SEASON Gene Tierney John Lund Thelma Ritter C—101 min. (Rev. 1/10/51)	INSURANCE INVESTIGATOR Audrey Long Richard Denning D—60 min. (Rev. 3/22/51)	TARZAN'S PERIL Lex Barker Virginia Huston D—79 min. (Rev. 3/16/51)			(Mar. Releases) THE GROOM WORE SPURS Ginger Rogers Jack Carson C—80 min. (Rev. 2/5/51)	(Re-releases) DODGE CITY Errol Flynn Olivia De Havilland O—104 min. (017) (Rev. 4/4/39) VIRGINIA CITY Errol Flynn Miriam Hopkins O—121 min. (018) (Rev. 3/20/40)	MASK OF THE DRAGON Richard Travis Sheila Ryan D (Release: 3/17/51)
Mar. 25	TEXANS NEVER CRY Gene Autry O—70 min. (Rev. 3/9/51)	GOLDEN SALAMANDER Trevor Howard Anouk D—94 min. (Rev. 3/20/51)		LION HUNTERS Johnny Sheffield D (5109)	THE REDHEAD AND THE COWBOY Glenn Ford Edmond O'Brien Rhonda Fleming O—60 min. (Rev. 12/7/50)	HEART OF THE ROCKIES Roy Rogers Penny Edwards OM	THE THING Margaret Sheridan Kenneth Tobey D	BIRD OF PARADISE (Color) Louis Jourdan Debra Paget D—100 min. (Rev. 3/12/51) OF MEN AND MUSIC (Concert Feature) M—85 min. (Rev. 11/27/50)			LULLABY OF BROADWAY (Color) Doris Day Gene Nelson MD—92 min. (Rev. 3/13/51)	
Apr. 1	FORT SAVAGE RAIDERS Charles Starrett Smiley Burnette O-54 min. (Rev. 3/15/51) MY TRUE STORY Helen Walker D—67 min. (Rev. 3/12/51)	CIRCLE OF DANGER Ray Milland Marius Goring D					HARD, FAST AND BEAUTIFUL Claire Trevor Sally Forrest D		Gloria Films— (I. G. Goldsmith) THE SCARF John Ireland Mercedes McCambridge D—93 min. (Rev. 3/19/51)			STOP THAT CAB Sid Melton Iris Adrian D (Release: 3/31/51)
Apr. 8	FLAME OF STAMBOUL Richard Denning D—68 min. (Rev. 3/6/51)	SKIPALONG ROSENBLOOM Maxie Rosenbloom Max Baer CO—73 min. BADMAN'S GOLD D	FATHER'S LITTLE DIVIDEND Spencer Tracy Elizabeth Taylor CD—82 min. (Rev. 2/21/51)	CANYON RAIDERS Whip Wilson O (5151)		THUNDER IN GOD'S COUNTRY Rex Allen Mary Ellen Kay O—67 min. (5052)	KON-TIKI Doc—72 min. (Rev. 3/22/51)	(Apr. Releases) YOU'RE IN THE NAVY NOW Gary Cooper Jane Greer CD—93 min. (Rev. 2/23/51)	(Rob't. Stillman) QUEEN FOR A DAY D—107 min. (Rev. 3/21/51)		RATON PASS Dennis Morgan Patricia Neal O—84 min. (021) (Rev. 2/27/51)	
Apr. 15	(Apr. Releases) VALENTINO (Color) Anthony Dexter Eleanor Parker D—105 min. (Rev. 2/16/51)	THE LONG DARK HALL Rex Harrison Lilli Palmer D—86 min. (Rev. 3/8/51)	SOLDIERS THREE Stewart Granger Walter Pidgeon CD—83 min. (Rev. 3/13/51)	(Allied Artists) I WAS AN AMERICAN SPY Ann Dvorak Gene Evans D—85 min. (AA19) (Rev. 3/21/51)	(Apr. Releases) MOLLY Gertrude Berg D—83 min. (Rev. 11/24/50) QUEBEC (Color) Corinne Calvet Patric Knowles D—85 min. (5017) (Rev. 2/28/51) THE LEMON DROP KID Bob Hope Marilyn Maxwell CD—91 min. (5018) (Rev. 3/7/51)		MY FORBIDDEN PAST Ava Gardner Robert Mitchum D—81 min. (Rev. 3/21/51)	I CAN GET IT FOR YOU WHOLESALE Susan Hayward Dan Dailey D—91 min. (Rev. 3/14/51) FOLLOW THE SUN Glenn Ford Anne Baxter D—93 min. (Rev. 3/19/51)		(Apr. Releases) UP FRONT David Wayne Tom Ewell C—92 min. (Rev. 3/2/51)		
Apr. 22	SANTA FE (Color) Randolph Scott O—89 min. FURY OF THE CONGO Johnny Weissmuller D—69 min. (Rev. 2/20/51)	WHEN I GROW UP Robert Preston Martha Scott Bobby Driscoll D OLIVER TWIST Robert Newton Alec Guinness D	THE GREAT CARUSO (Color) Mario Lanza Ann Blyth MD—109 min.			FIGHTING COAST GUARD Brian Donlevy Ella Raines D	SEALED CARGO Dana Andrews Carla Balenda Claude Rains D		(Bob Roberts) HE RAN ALL THE WAY John Garfield Shelley Winters D—77 min.		DOUBLE CROSSBONES (Color) Donald O'Connor C-76 min. (Rev. 11/20/50)	ONLY THE VALIANT Gregory Peck Barbara Payton O—105 min. (Rev. 3/6/51)	
Apr. 29	(Reissue) REX, KING OF THE WILD HORSES O—66 min. (Rev. 3/14/47) WHIRLWIND Gene Autry O	VOLCANO Anna Magnani D—110 min.	THE PAINTED HILLS (Color) Lassie Paul Kelly D—68 min. (Rev. 3/23/51)	GHOST CHASERS Bowery Boys C (5112)		BUCKAROO SHERIFF OF TEXAS Michael Chapin Eileen Janssen O—60 min. (Rev. 12/21/50)			(Doug. Sirk) THE FIRST LEGION Charles Boyer Lyle Bettger D—86 min.		MA AND PA KETTLE BACK ON THE FARM Marjorie Main Percy Kilbride C—80 min. (Rev. 3/23/51)		

(Dates Are Based on National Release Schedules and Are Subject to Change. Letters Denote the Following: (D) Drama. (M) Musical. (C) Comedy. (O) Outdoor Action. Production Numbers Are in Parentheses. (Rev.) Motion Picture Daily Review Date.)

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Telephone—Wire your 20th Century-Fox Exchange NOW!

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 69, NO. 59 NEW YORK, U.S.A., TUESDAY, MARCH 27, 1951 TEN CENTS

Film Kefauver Hearings As Full Feature

20th-Fox Rushes Prints For Release Today

An hour-long feature film of the Kefauver Senate Crime Investigating Committee's hearings held in New York and Washington, as compiled and edited by Movietone News, will be released today to theatres throughout the country by 20th Century-Fox.

Distribution will be through regular newsreel channels in order to enable exhibitors to obtain the film in the minimum time, according to Peter Levathes, 20th-Fox short subjects sales manager.

Senator Estes Kefauver, chairman of the committee, opens the film with a brief introduction and concludes with a summation that makes a strong appeal for citizens to combat crime.

(*Continued on page 6*)

Italians Due Today To Analyze Market

Three leading figures of the Italian film industry will arrive in New York today aboard the *S. S. Queen Mary* to survey various aspects of the American market in connection with Italian films. They are: Dr. Eitel Monaco, president of the National Association of Italian Motion Picture and Allied Industries (ANICA); Italo Gemini, president of the Italian Film Exhibitors Association; and Dr. Francesco Penotti, president of the Italian Film Distributors Association.

A fourth representative, Dr. Renato Gualino, who preceded the group to New York, flew back to Rome over the weekend on urgent business. Dr. Gualino, president of the Italian Film producers Association, will rejoin his

(*Continued on page 6*)

Answers Due Soon On Allied Bid Plan

WASHINGTON, March 26.—Abram F. Myers, general counsel of Allied States Association, disclosed today that he discussed both arbitration and competitive bidding with officials of Loew's and Paramount Pictures during his recent New York trip.

Myers indicated the arbitration problems would take considerable dis-

(*Continued on page 4*)

Easter Grosses at N. Y. First Runs Top 1950; Records Set

With holiday crowds jamming the Times Square area mornings, afternoons and nights, New York first-run houses are reaping an Easter box-office harvest that in many cases is running ahead of previous years and in a few instances is setting house records.

Extra shows and early openings are the rule and up until yesterday few patrons could get in without waiting in lines that often extended for a block or more.

Radio City Music Hall, with "Royal Wedding" and a Easter stage show, reports a smashing $101,000 for the weekend beginning Friday, with a take on Saturday of $30,656 representing the best for any Saturday in the house's history, excluding New Year's Eve shows. With early openings scheduled for 7:45 A.M. on weekdays, the picture's second week is expected to bring in $170,000, about six per cent over Easter week in 1950.

Equally impressive is the first week

(*Continued on page 5*)

Ascap Annual Meet To Hear Report On Producer Talks

A report on Ascap's progress in the negotiations with Hollywood producers for performing rights and fees in connection with the use of music in films is due to be made today by Otto A. Harbach, Society president, at the organization's annual meeting at the Waldorf-Astoria Hotel here.

Harbach will report on a number of other subjects as well. A report prepared by Louis Bernstein, Ascap treasurer, is also scheduled to be delivered to the membership.

Following the general meeting, the annual membership dinner will be held in the grand ballroom of the hotel. Among members of the Society who will be heard from during the banquet will be Sigmund Romberg, Eddie Cantor, Jimmy Durante, Igor Gorin and Eubie Blake.

U. S. Aiding British In Sulphur Crisis

LONDON, March 26.—Film laboratories here estimate that a critical period will be reached within three weeks with respect to supplies of sulphur for film processing purposes, unless relief is obtained before then.

The United States is making an immediate allocation to Britain of 19,000 tons of sulphur but warns that this may possibly be taken out of British allocations during the remainder of the year. The sulphur supply of British industry is at a seriously low level and film laboratories are hoping for a favorable position on the lists of priority users being prepared by the British

(*Continued on page 6*)

Canada Tightens Steel for Theatres

OTTAWA, March 26.—Theatre operators' last hopes of some relaxation or easing of present steel controls to allow construction of new theatres or alterations of existing theatres have been shattered by the statement of Trade Minister Howe here that more rigid restrictions will be required.

Howe pointed out that the Canadian defense production program which this country would like to carry out this year would require approximately 5,500,000 tons of steel. Canada pro-

(*Continued on page 6*)

NSS Dallas Leads Raw Stock Savings

DALLAS, March 26.—The local office of National Screen Service is said to be the first in the country to reach a 100 per cent goal in the conservation of raw film stock, according to Paul Short, NSS divisional manager.

Following the recent announcement from Nathan D. Golden, film section chief of the National Production Authority, that a twenty-five per cent cut in raw film stock could be expected, National Screen immediately launched a drive to offset the anticipated drastic cut which would involve a strict limitation of trailer prints.

"An appeal was sent out which

(*Continued on page 6*)

De Titta Heads 20th's Movietone on Coast

Arthur De Titta has been appointed West Coast supervisor for 20th-Fox Movietone by Edmund Reek, production head of the newsreel organization. De Titta will succeed the late Al Brick, longtime head of the West Coast bureau.

De Titta will make his headquarters in Los Angeles, leaving here next weekend. A 25-year veteran with Movietone, De Titta has headed the company's Washington bureau, its Pacific Coast office, and was assistant European editor.

Propose Code Ban on Film 'Dope' Stories

MPAA Board to Weigh Anti-Narcotics Action

A proposal to repeal the 1946 amendment to the industry's Production Code which authorizes the production of films dealing with narcotics subjects is scheduled to be acted on by the Motion Picture Association of America's board of directors at its annual meeting here today.

Another proposal scheduled for board action today would bar film references to abortion.

Reconsideration by the MPAA board of the 1946 Code amendment permitting film treatment of narcotics subjects is understood to have been asked by Federal Narcotics Commissioner H. J. Anslinger. Drug addiction, particularly among American youths, and the illegal traffic in dope has increased to such an extent in

(*Continued on page 6*)

Loew's Right to Fire Cole Upheld

WASHINGTON, March 26.—The United States Supreme Court today in effect upheld the right of Loew's, Inc. to fire screenwriter Lester Cole when he was charged with contempt of Congress.

The high court said it would not hear Cole's appeal from a Circuit Court decision throwing out his suit for reinstatement. There was no high court opinion but merely the notation that the appeal would not be heard. Nor was there any indication of the vote on the matter—just a line that Justice Clark did not take part.

The action may have considerable bearing on the policy which the studios will follow in connection with witnesses who refuse to cooperate with

(*Continued on page 4*)

Painters in Move To Oust Sorrell

HOLLYWOOD, March 26.—Hebert K. Sorrell, business representative of Studio Painters Local No. 644, and president of the Conference of Studio Unions which conducted the 1945-46 strike against the studios, revealed receipt of a notification from the Brotherhood of Painters, Paper Hangers and Decorators of America that a

(*Continued on page 4*)

Personal Mention

SILAS F. SEADLER, M-G-M advertising manager, is slated to leave here Friday for the Coast on business.

•

MARY E. CHRISTY, secretary to Universal-International Films' vice-president AMERICO ABOAF, became engaged over the weekend to JOSEPH N. VESSIO, of the U. S. Army.

•

SIDNEY BOX, British film producer, and TOM ARNOLD, London theatre proprietor, are due to arrive here from London aboard the S. S. *Queen Mary* today.

•

GAEL SULLIVAN, Theatre Owners of America executive director, yesterday left here for Washington where he plans to remain until the conclusion of the TOA board meeting April 4.

•

DARRYL F. ZANUCK, 20th Century-Fox studio vice-president, who returned here from Europe yesterday, will leave for the Coast by plane today.

•

JAMES R. GRAINGER, Republic distribution vice-president, returned to New York yesterday from Hollywood where he conferred with HERBERT J. YATES, president.

•

MARK L. SANDERS, veteran theatrical promotion man, has resigned his post with the Dipson Theatres circuit, effective April 1, to manage the Seneca Drive-In at Geneva, N. Y.

•

HAROLD WIRTHWEIN, Western sales manager for Allied Artists and Monogram, has arrived in Hollywood from Salt Lake City.

•

C. J. LATTA, chief barker of the London Variety Tent, will attend Variety International's annual convention in Philadelphia on May 9.

•

MOREY GOLDSTEIN, Monogram and Allied Artists general sales manager, will leave here today for Gloversville and Albany, N. Y.

•

ERNEST ZIEGLER of the Universal Pictures still department in New York, has been promoted to student booker in Albany.

•

ALBERT E. BOLLENGIER, United Artists treasurer, is in Hollywood from New York for conferences with producers.

•

PETE DANA, Universal Pictures Eastern sales manager, is in Washington from New York.

•

E. GUY LECORY of Metrotone News is due here tomorrow from France aboard the S. S. *Ile de France.*

•

ANTHONY Z. LANDI, associate producer, has arrived here from the Coast.

•

FRED R. SAMMIS has been named editor-in-chief of all Macfadden Publications, effective immediately.

Tradewise . . .

By SHERWIN KANE

THE failure of Southern California Theatre Owners Association at its recent meeting in Los Angeles to take action on ratifying or rejecting the new organizational plan for the Council of Motion Picture Organizations is a disturbing symptom to industry members who believe that COMPO is needed urgently to cope with the public relations and related business problems of the industry.

Pointing up the potential danger of SCTOA's deferment of action on COMPO, Gael Sullivan, executive director of Theatre Owners of America, said last week that it might influence other TOA regional units to postpone action on COMPO also. Sullivan attended the SCTOA meeting and is credited with having done his utmost to win ratification of the new COMPO organizational plan. It is reported that had it not been for Sullivan's efforts SCTOA would have vetoed COMPO, instead of merely deferring action.

Sherrill Corwin, one of the ranking officers of SCTOA, told this department last week that the organization is so busy coping with trade practice problems in the Los Angeles area that it had no time to devote to COMPO at its recent meeting. He was unwilling to predict when action might be expected, saying that it depended on the time required to resolve the area's trade practice problems. "We are taking first things first," he said.

•

Another theatre operator, high in the counsels of TOA and thoroughly familiar with the Southern California situation, told MOTION PICTURE DAILY that SCTOA members are so antagonistic to distribution in consequence of trade practice conditions in the area that they flatly refuse to sit with distributor representatives in COMPO, or to cooperate in any other joint endeavor involving distribution, until their local problems are resolved.

Whatever the reasons may be for SCTOA's disdain of COMPO, the record shows that it was the first and most potent dissenter within TOA's ranks. This was publicly expressed as a grievance over lack of adequate local and regional representation for exhibitors on COMPO's national board, and was used to influence or strengthen the disinclination of others not to cooperate in advancing COMPO.

As a result, the activation of COMPO was delayed for months at an extremely critical period in the industry's attempt to cope with its public relations and economic problems. Thereafter, to placate such dissidents as SCTOA, the original structure of COMPO was torn apart, in order that the organization might be saved and was re-built, after much travail and loss of valuable time, to include representation for regional COMPO members, as demanded by the dissatisfied TOA units.

It may be seen now, in the light of SCTOA's refusal to act on the changes made largely at its behest and for its benefit, how shallow were those stated objections at the time they were made.

•

TOA, of course, made no claim at the time COMPO was reorganized to comply with its members' wishes that it could deliver its affiliates after their advertised objections had been met. It would seem, however, that if Sullivan's apprehension over the possibility of similar delaying tactics by other TOA units is well grounded, TOA's national administration should ascertain the facts at its Washington board meeting next week, and make known the results to the industry.

Too much valuable time has been lost already. COMPO and the industry should not be kept waiting longer in the hope of obtaining the aid of those not disposed to give it.

• •

It remains to be observed in passing that the phenomenal public interest displayed in the telecasts of the Senate's Kefauver crime investigating committee serves to underline a message that the nation's newspaper and magazine television editors participating in the MOTION PICTURE DAILY-*Fame* annual television polls have been emphasizing for the past two years.

That is, that television's most important role is as a news medium and that its greatest potentialities will be realized when it brings events of wide public interest to its viewers as they happen and when they happen. The editors maintain that in other fields television is and will remain "second-rate theatre."

Myers and Rembusch Invited to NCA Meet

MINNEAPOLIS, March 26.—North Central Allied has invited national Allied board chairman Abram F. Myers and national president Trueman Rembusch to deliver the main addresses at the local unit's annual convention in Minneapolis, May 7-8. Myers was invited to explain the consent decrees and exhibitor rights under the Federal Court. Rembusch would discuss television.

NCA president Ben Berger has appointed Ted Mann, chairman, Martin Lebedoff, Al Lee and James Zien to assist NCA executive counsel Stan Kane with convention plans.

Iowa-Nebr. to Honor Berger

MINNEAPOLIS, March 26. — The Iowa-Nebraska Allied unit will honor North Central Allied president Ben. Berger at a testimonial banquet in Des Moines on April 11. The testimonial to Berger will climax a two-day convention of the Iowa-Nebraska exhibitor unit, to be held at the Savery hotel, Des Moines, April 10-11. Stan Kane, NCA executive counsel, has also been invited to attend.

Pittsburgh Variety Will Honor Dana

PITTSBURGH, March 26.—A testimonial dinner for Pete Dana, Universal-International Eastern sales manager, will be given by the Pittsburgh Variety Club Tent No. 1 on April 9 in the William Penn Hotel here. Dana formerly was Universal's branch manager here.

Maurice Bergman, U-I director of public relations, will be toastmaster. Mayor David L. Lawrence of Pittsburgh will be honorary chairman, with John Walsh and Abe Weiner as co-chairman. Wally Allen is in charge of publicity and arrangements.

Lust Opens 11th Theatre

WASHINGTON, March 26.—Veteran Washington exhibitor Sidney Lust has opened his 11th theatre here. It is the Allen, located at a main intersection in Takoma Park, Md.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
FRED ASTAIRE - JANE POWELL
"ROYAL WEDDING"
Color by TECHNICOLOR
A Metro-Goldwyn-Mayer Picture
plus THE MUSIC HALL'S GREAT EASTER STAGE SHOW

Paramount presents
BOB HOPE
MAXWELL-NOLAN-DARWELL
in DAMON RUNYON'S
The **LEMON DROP KID**
IN PERSON
BILLY **ECKSTINE**
ALAN KING - RAUL & EVA REYES
EXTRA
HUGO WINTERHALTER
HIS ORCHESTRA AND CHORUS
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

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FACTS ABOUT M-G-M's "ROYAL WEDDING" BY AIRMAIL!

(The data on this page was telephoned to M. P. Daily *at press deadline. It was set up at the press and rushed into the airmail service.)*

First 80 dates top M-G-M's Biggest Technicolor Musicals including famed "Three Little Words" and "Summer Stock"

Imagine this at Radio City Music Hall!

1st Week terrific!
2nd Week beats the first!
3d Week tops them both!

M-G-M "THE BEST IN MUSICALS"

National Pre-Selling

CECIL B. DEMILLE is starred in a short Technicolor film which he recently completed for Paramount to be shown in theatres throughout the country in connection with the annual drive of the United Cerebral Palsy Associations, which will start in April. The picture is entitled "The House on Any Street," and DeMille appears in the film and serves as commentator, with a cast of young Paramount players and children from the Orthopedic Hospital, where some of the scenes were shot. Leonard Goldenson, president of United Paramount Theatres, is president of the UCPA, and Bob Hope is national drive chairman.

•

Bill Farrell, singing star of M-G-M records, is profiled in the April *Seventeen*. The article, titled "Young New Voice" tells of his rise to fame from high school vocalizing. An illustrated double-page in the same issue features the 18-year old French dancing star, who tells how she came to be chosen by Gene Kelly as his leading lady in the forthcoming "An American in Paris." MGM's Technicolor musical, "Royal Wedding" is named "Picture of the Month" by the magazine.

•

Woman's Home Companion *for April, due on newsstands, has a two-column story on the different characterizations of "Alice in Wonderland" —including the original little girl who inspired Lewis Carroll's famous book. Under the title, "Do You Know Your Alice," four pictures and captions ask one to identify the real Alice Liddell, the historic drawing of "Alice" by John Tenniel, Walt Disney's cartoon character and a photo of Kathy Beaumont, who is the "voice" of "Alice" in the new motion picture.*

•

Waycross, Georgia, wins the world premiere showing of "Queen for a Day" in a contest between 540 cities, conducted by producer Robert Stillman over Mutual Broadcasting. April 14 will be the lucky day, and Southern hospitality will be pushed to new heights to prove how popular this promotion idea turned out to be. The entire city is involved, and the contest to determine the "Queen" will be held in Waycross Stadium, seating 10,000, or more than half the population. The climatic event will be a grand ball in honor of the winning "Queen" with the whole town invited. The picture has been named by the General Federation of Women's Clubs as "one of the best ever seen," by Mrs. Harry Lilly, national chairman.

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An all-out promotion and exploitation campaign for "The Scarf" was kicked off with the arrival in New York of Mercedes McCambridge, star of the film, for a two-week round of intensive publicity efforts under the direction of Max E. Youngstein, vice-president and director of national advertising for United Artists. James Barton will also participate in a series of personal appearances, with the star appearing on various radio and television shows, and for the entire round of newspaper, magazine and fan interviews. Youngstein's staff, under Fransic Winikus, ad manager, and Al Tamarin, publicity manager, have devised a hard-hitting campaign based on the sensational theme of the picture.

Review

"Go for Broke"

(Metro-Goldwyn-Mayer)

DORE SCHARY, who turned out an outstanding war production in "Battleground," repeats the performance in "Go for Broke." The picture recounts the story of the 442nd Regimental Combat Team, one of the most decorated fighting units of World War II, which was composed of Americans of Japanese ancestry. All were volunteers from the Continental U. S. and Hawaii. The curiously catching title, "Go for Broke," derives from Hawaiian dice-shooting slang for "shoot the works!" which was their battle cry.

Van Johnson is the only major marquee name in the virtually all-male cast. Gianna Canale, as a soldier-bewitched Italian lass, shares a brief interlude of passing amour with Johnson. As for performances, they are all convincing and top-notch. The picture is one of seize and scope, constituting 92 minutes of undiluted entertainment. Whether the picture will stimulate the box-office popularity it merits is a question that can not be answered with certainty in these days of renewed wartime anxieties.

The story opens with Johnson, fresh out of OCS, assigned to the newly-activated 442nd. The idea of being assigned to a platoon of Japanese-Americans is distasteful to him and he is not very subtle in disguising his feelings. Attempts to get a transfer are unavailing so Johnson releases his frustrations in strict disciplinary measures for the hard-pressed platoon. The unit goes overseas, and gradually, under fierce baptisms of fire, Johnson begins to feel a close bond with his men. By the time the finale rolls around Johnson is aware of the monstrousness of prejudice and its affront to the fraternity of man.

Robert Pirosh, who directed and wrote the screenplay, has injected a vivid sense of documentary realism into the combat scenes. The regiment's relentless drives to battlefield glory, now a matter of recorded history, are recreated with power and imagination.

Sub-plots and comic incidents weave in and out of the film to add to its imposing stature. Schary has done it again.

Running time, 92 minutes. General audience classification. Release date, May 25.

MANDEL HERBSTMAN

Painters Union

(Continued from page 1)

trial board composed of members of its general executive board has found him guilty of "willfully and knowingly associating himself with organizations and groups which subscribe to the doctrines of the Communist Party" and has ruled that he "shall not hold nor be permitted to hold any office whatever or the position of business representative in or with any or all locals for a period of five years."

Sorrell, whose contract with Local 644 as a business agent has two years to go, said he is calling a meeting for April here to place the matter before the full membership.

Sorrell, who pointed out he has sworn before a Congressional investigating committee that he is not and never has been a Communist, said "I have never worked for the International, which has attempted recently to destroy our organization in order to nullify a multi-million dollar law suit involving another AFL union and motion picture producers. Members of Local 644 are my employers. I shall abide by their decision concerning my future activities in their behalf, but this ruling does not affect my presidency of the CSU. You can say for me that the International's decision will lead to court action, and that if the Kefauver Committee gets hold of all this it will be more interesting than those peanut affairs they huddled over in New York.

Morris Mechanic, owner of the New Theatre, Baltimore, staged a gala opening for "Bird of Paradise" with civic and social leaders, beautiful models, a special drum and bugle corps and Debra Paget's sarong, with sound trucks, kleig lights and fanfare. The fashion show and auctioning off of the sarong for the benefit of the Cancer Fund was attended by the Governor of Maryland and the Mayor of Baltimore, with a host of other dignitaries.

—WALTER BROOKS

Can Fire Witness

(Continued from page 1)

the House Un-American Activities Committee during the coming hearings on alleged Communist activities in Hollywood.

Cole was cited for contempt during the 1947 Un-American Activities Committee hearings when he refused to answer whether he was a Communist Party member. Loew's soon after suspended his employment, despite a contract, and Cole sued for reinstatement with back pay under the contract. Loew's argued that it could break the contract under the contract's general "morals" clause. District Judge Leon Yankwich upheld Cole, but the Circuit Court ruled for the studio, and Cole appealed to the high court.

It is known that the Motion Picture Association of America and other industry groups have been watching closely the outcome of the Cole appeal. Cole's appeal not only had a bearing on the future but also was regarded as somewhat of a test case for some four or five other film workers suspended as a result of the 1947 hearings, who also had contracts.

Justice Motion Today Hits Sutphen Claim

The Justice Department is scheduled to file today a motion asking the U. S. Supreme Court to affirm the action of the three-judge statutory court denying Sutphen Estates of the right to intervene to contest the Warner consent decree.

The motion, to be filed with the New York Court, declares that Sutphen's lease on the Strand Theatre, Washington, is in no way lessened in value as a result of the consent decree, and that Sutphen has no standing in the proceedings. It will be several weeks before the matter actually reaches the Supreme Court and is acted on.

And Drive-ins They Shall Be: Allied

Washington, March 26.—Allied States has admitted defeat in its campaign to have drive-in theatres called "outdoor theatres."

Allied general counsel Abram F. Myers stated in a bulletin that the term "outdoor" was brought forward to emphasize the kinship between drive-ins and conventional theatres. "But word drive-in was too firmly established and could not be supplanted," he declared. From now on, even Allied will call 'em "drive-ins."

Links Drive-ins to Industry's Future

WASHINGTON, March 26.—Predicting that drive-in theatres will become more and more important in the set-up of the film industry, Abram F. Myers, general counsel of Allied States, declared that "it is inevitable that for a long time theatre construction will be largely confined to drive-ins."

Myers said this would be true because of scarcities of building materials and building skills, if for no other reason.

Allied Bid Plan

(Continued from page 1)

cussion, emphasizing the "vastness" of the issues involved. He said the distributors had promised to give Allied fairly soon, answers on Allied's plan to change the competitive bidding sections of the Paramount decree.

Myers said all discussions had been "in the most general terms—just canvassing the edges of the situation," and that "nothing definite was agreed on or pointed up."

Meetings were held with Paramount general counsel Austin Keough and with J. Robert Rubin and William Rodgers of Loew's, according to Myers. He said further meetings with these officials and with spokesmen for other companies would be held "in the near future, but definitely not this week."

Confirms Story of Halting 'Red' Script

HOLLYWOOD, March 26.—Roy Brewer, IATSE international representative and chairman of the Hollywood AFL Film Council, confirmed a story by columnist Victor Riesel to the effect that Brewer was instrumental in preventing production by a major studio of a script by "a Broadway playwright with a long pro-Commie record" which attacked an important labor union and American industry.

Riesel's article said studio executives, when appraised of the Communistic nature of the script, tried to get the author and director to okay suggested revision but were unable to do so and therefore "dumped" the script. Brewer said the incident happened within the "past three or four months" but declined to name the picture, author, director or studio, claiming the matter had been handled confidentially. Riesel addressed today's meeting of the AFL Film Council.

Loop Grosses Perk Up After A Lull

Chicago, March 26.—Easter Weekend business in the Loop was generally excellent. After a rather slow week, business really pepped up. The biggest thing in the Loop was "Payment on Demand" at the Woods. Business was described as "sensational."

"Call Me Mister" and a stage show headed by Dick Contino continued into a very strong second week at the Chicago. "Royal Wedding" and a stage show at the Oriental also started a hearty second week. Other houses were doing "very nicely."

N. Y. Grosses

(*Continued from page* 1)

of "The Lemon Drop Kid" at the Paramount, where a resounding gross of $97,000 is expected. The biggest Easter Sunday gross in the history of the theatre is reported and hold-outs have been the rule. Billy Eckstine heads the stage bill.

"Bird of Paradise" is bringing the Roxy an excellent $98,000 for its second week, which is about $15,000 over the opening week. Tony Martin is the star stage attraction.

At the Strand, "Storm Warning" and Josephine Baker on stage, held over for Easter, grossed more than satisfactory, at $35,000 for the final three days; "Lullaby of Broadway" opened there yesterday. "Inside Straight" at the Capitol failed to keep pace with the Easter boom, with a so-so $32,000 due for a second and final week. "Soldiers Three" will go in there on Thursday.

'Up Front' Tops

Top grosser among the new pictures at the straight film policy houses is "Up Front" at Loew's State. It opened on Saturday and by Sunday had clicked at the turnstiles to the tune of $20,000. If attendance holds up, the first week's gross is expected to exceed $50,000, the best figure at that stand in many a month. The State is also showing "The M-G-M Story" in lieu of regular short subjects.

"The Prince of Peace" is making the Criterion management happy with grosses that approach capacity. Friday's opening set an all-time single day attendance and receipts record, it is said, and the first week's total is expected to reach $45,000. Also opening big is "Rawhide" at the Rivoli, with $14,500 for Saturday and Sunday; a week's total of about $33,000 is estimated.

"Born Yesterday" at the Victoria still continues to lead holdovers. The Easter upsurge is expected to lift the 14th week's gross to $26,000, a good figure for any week. "Cyrano de Bergerac" is up to $8,500 in a 20th week of its two-a-day run at the Bijou. The Astor expects $18,000 for the third week of "14 Hours" which is good business, but not up to holiday caliber.

"Gambling House" is having a mild second and final week at the Mayfair, with about $8,000 coming in; "Oh! Susanna" will open there on Saturday. At the Globe, "No Orchids for Miss Blandish" is up a bit in its fifth week, with about $12,000 estimated.

"Trio" is winding up a long and satisfactory run at the Sutton, with about $4,000 estimated for the 25th week.

"Of Men and Music" concluded a successful six-week run at the Park Avenue yesterday, with a $4,500 gross for the final week. "Odette" will begin its regular run there today, following an invitational U. S. premiere held last night.

Theatres Lure TV-Weary New Yorkers from Homes



Cosmo-Sileo Photo for MOTION PICTURE DAILY

HUNGRY for entertainment and encouraged by brisk but bright spring weather and school vacations, New Yorkers are turning off their television sets and are besieging Broadway first-run theatres from early morning to late at night. Above photo shows a portion of the waiting line at Radio City Music Hall, typical of the scene there from last Friday through yesterday, and expected to be repeated throughout the week. At times, the line completely encircled the block from 50th Street and Sixth Ave. to Rockefeller Plaza, north to 51st Street and then back to Sixth Ave., standing four abreast.

The Music Hall program features M-G-M's "Royal Wedding" and its annual pageant on stage, "Glory of Easter," being presented for the 19th consecutive year.

Tickets On Sale at Paramount For Runyon Fund Benefit

Tickets for the Damon Runyon Memorial Fund benefit on April 8 at the Paramount Theatre will go on sale in the lobby today. Price range is from $2 to $25, tax included, with all proceeds going to the fund.

The benefit stage show will begin at 11 P.M. and will be followed by a special showing of "The Lemon Drop Kid," the current Paramount feature. Among the stars who will appear in person are Bob Hope, master of ceremonies, Frank Sinatra, Billy Eckstine, Jimmy Durante, Tallulah Bankhead and Ethel Merman.

For the first time in theatrical history, all unions involved have waived payment, and will donate their services free of charge. These unions are: AGVA; Local 802, American Federation of Musicians; Local 1, Stagehands, IATSE; and Local 306, Motion Picture Operators, IATSE.

'Rice' a Top Grosser

CHICAGO, March 26.—"Bitter Rice," Italian import now in its 11th week at the World Playhouse, is the biggest grossing foreign language film ever to play Chicago, according to Charles Teitel, Playhouse manager. "Rice" took in $10,000 for its first week, $8,000 for its second, $7,000 for the third, and since then has been averaging between $3,000 and $5,000 weekly.

Jap War Film Sets S. F. House Record

SAN FRANCISCO, March 26.—"Suicide Attack," an exploitation special compiled from official Japanese Army-Navy footage of the Pacific War from Pearl Harbor to the surrender, grossed $5,000 over the weekend at Sherrill Corwin's 1,000-seat Esquire here, to establish a new house record.

The picture is being presented by Louis Pollock, former Universal and United Artists advertising executive, who arranged the engagement here at the suggestion of RKO Pictures officials who have discussed national release of the picture with Pollock. In a previous test engagement it set a five-year record at the 700-seat Cabrillo, San Diego, with a $6,000 week.

'Yesterday' Grossed Heavily in Chicago

CHICAGO, March 26.—Columbia's "Born Yesterday" has completed a 10-week-run at the Woods, said to be the most successful engagement at that theatre in the past two years. The film grossed about $40,000 for its first week, $35,000 for its second, $22,000 for the third, and averaged between $15,000 and $20,000 weekly for the remainder of the run.

The film begins its subsequent-run on April 6 when it is booked into a local record number of 30 theatres in the area.

'Cyrano' Bows in Canada

TORONTO, March 26.—The first film roadshow in many weeks here is the Canadian premiere of "Cyrano de Bergerac," which opened today at the International Cinema, the price scale $1.00 and $1.50.

RKO RADIO PICTURES, Inc.

TRADE SHOWINGS of SOL LESSER'S Presentation of

"KON-TIKI"

ALBANY Fox Scr. Rm. 1052 Broadway	Mon. 4/2	8:00	P.M.
ATLANTA RKO Scr. Rm. 195 Luckie St., N.W.	Mon. 4/2	10:30	A.M.
BOSTON RKO Scr. Rm. 122-28 Arlington St.	Mon. 4/2	10:30	A.M.
BUFFALO Mo. Pic. Oper. Scr. Rm. 498 Pearl St.	Mon. 4/2	2:30	P.M.
CHARLOTTE Fox Scr. Rm. 308 S. Church St.	Mon. 4/2	2:00	P.M.
CHICAGO RKO Scr. Rm. 1300 S. Wabash Ave.	Mon. 4/2	2:00	P.M.
CINCINNATI RKO Scr. Rm. 12 East 6th St.	Mon. 4/2	8:00	P.M.
CLEVELAND Fox Scr. Rm. 2219 Payne Ave.	Mon. 4/2	2:30	P.M.
DALLAS Para. Scr. Rm. 412 South Harwood St.	Mon. 4/2	2:30	P.M.
DENVER Para. Scr. Rm. 2100 Stout St.	Mon 4/2	2:00	P.M.
DES MOINES Para. Scr. Rm. 1125 High St.	Mon. 4/2	1:00	P.M.
DETROIT Blumenthals Scr. Rm. 2310 Cass Ave.	Mon. 4/2	2:30	P.M.
INDIANAPOLIS Fox Scr. Rm. 326 N. Illinois St.	Mon. 4/2	2:30	P.M.
KANSAS CITY Para. Scr. Rm. 1800 Wyandotte St.	Mon. 4/2	2:30	P.M.
LOS ANGELES RKO Scr. Rm. 1980 S. Vermont Ave.	Mon. 4/2	2:00	P.M.
MEMPHIS Fox Scr. Rm. 151 Vance Ave.	Mon. 4/2	2:00	P.M.
MILWAUKEE Warner Scr. Rm. 212 W. Wisconsin Ave.	Mon. 4/2	2:00	P.M.
MINNEAPOLIS Fox Scr. Rm. 1015 Currie Ave.	Mon. 4/2	2:00	P.M.
NEW HAVEN Fox Scr. Rm. 40 Whiting St.	Mon. 4/2	2:00	P.M.
NEW ORLEANS Fox Scr. Rm. 200 S. Liberty St.	Mon. 4/2	10:30	A.M.
OKLAHOMA Fox Scr. Rm. 10 North Lee St.	Mon. 4/2	10:30	A.M.
OMAHA Fox Scr. Rm. 1502 Davenport St.	Mon. 4/2	1:00	P.M.
PHILADELPHIA RKO Scr. Rm. 250 N. 13th St.	Mon. 4/2	2:30	P.M.
PITTSBURGH RKO Scr. Rm. 1809-13 Blvd. of Allies	Mon. 4/2	1:30	P.M.
PORTLAND Star Scr. Rm. 925 N.W. 19th Ave.	Mon. 4/2	2:00	P.M.
ST. LOUIS RKO Scr. Rm. 3143 Olive St.	Tues. 4/3	11:30	A.M.
SALT LAKE CITY Fox Scr. Rm. 216 E. 1st St. South	Mon. 4/2	1:30	P.M.
SAN FRANCISCO RKO Scr. Rm. 251 Hyde St.	Mon. 4/2	2:00	P.M.
SEATTLE Jewel Box Scr. Rm. 2318 2nd Ave.	Mon. 4/2	2:00	P.M.
SIOUX FALLS Hollywood Thea. 212 N. Philips Ave.	Mon. 4/2	10:00	A.M.
WASHINGTON Film Center Scr. Rm. 932 New Jersey Ave.	Mon. 4/2	2:30	P.M.

Code-'Dope'

(*Continued from page* 1)

recent years that many Federal and local law enforcement officials regard it as the nation's No. 1 crime problem now.

The Production Code originally placed an unqualified ban on the presentation of the illegal drug traffic as subject matter for films. The 1946 amendment to the Code opened the door to dope film production by eliminating the ban and stating qualifications to be observed in producing films dealing with narcotics subjects. According to the amendment, such films should not stimulate curiosity concerning narcotics nor show their use or effects in detail.

Federal narcotics officials and others are reportedly agreed now that any manner of presentation of the dope subject, kindles the curiosity of the susceptible.

It could not be learned yesterday how MPAA board members stand on repeal of the Code Amendment permitting narcotics subject matter in films. Production Code administrator Joseph I. Breen arrived here yesterday from the Coast, presumably for consultation with the board on the subject.

Reelection of directors and officers of MPAA also is scheduled for today's meeting.

Kefauver Hearings

(*Continued from page* 1)

Other committee members appearing are chairman, Charles W. Tobey, Herbert R. O'Conor, Lester C. Hunt, Alexander Wiley and the committee's chief counsel, Rudolph Halley.

Frank Costello, whose objections kept television audiences from seeing more than his hands and shoulders during his testimony, will appear in full face in the feature, 20th-Fox said yesterday.

Among the other witnesses who appear in the film are Virginia Hill Hauser, Ambassador William O'Dwyer, Frank Erickson, Anthony Anastasia, James J. Moran, John P. Crane and Jake Guzik.

Process Prints Here

A record number of prints are being processed at the company laboratories here, according to the 20th-Fox statement, and they are expected to be available from Coast to Coast by tomorrow. More than 1,200 theatres have asked for the crime report, according to 20th-Fox, and it is expected that the timely subject will get mass booking.

The film, produced by Edmund Reek with narration interpolated by Joe King, is taken from the complete photographic record amounting to more than 100,000 feet of film. Two newsreel cameras were in operation constantly during the hearings here. with the companies rotating turns and pooling the result.

All the newsreels have shown excerpts of the hearings on their regular issues during the past two weeks but 20th-Fox is the only company to produce a feature-length picture from the event that has held top news attention throughout the nation.

Through editing and condensation the highlights and essence of the complete hearing has been compressed into the hour-long picture, according to Levathes. He said that only a person who had personally attended all the hearings or who had sat glued in front of a TV set for the full time would get a more complete view of the proceedings.

Even the hypothetical full-time TV watcher would not have seen Costello's face, Levathes pointed out. He mentioned that the Movietone presentation will offer direct comparison in visual quality and in reportorial effectiveness with television's coverage of the same event.

He predicted that the film treatment will heighten the dramatic effect of the hearings and that, through intelligent editing, the civic significance of the investigation will be clearer.

Levathes said that his office was swamped yesterday with requests for the film as news of its release reached the various branches. He said that exhibitors are being asked to utilize the headlines from their own city newspapers as a promotional base in advertising the news feature.

Review

"Circle of Danger"

(David E. Rose—Eagle Lion Classics)

THE FRESHNESS of approach of "Circle of Danger" immediately sets it far above the standard run of melodramas. Merchandise-wise, this David E. Rose presentation has a good drawing attraction, namely Ray Milland, at the head of the cast which also includes Patricia Roc and Marius Goring.

The story, which has its origin in fact, opens with Milland returning to Europe from the United States to dig up information about the mysterious death of his brother while the latter was serving as a commando with the British Forces in the last war. Milland strongly suspects that it was not an enemy bullet that terminated his brother's life. In England he goes through a series of maneuvers in order to get the name of someone in the raiding party on the occasion of the death. One clue leads to another and in time Milland winds up in Scotland at the estate of Hugh Sinclair who was the major in command on the fateful day. Fortunately for those interested in romantic affairs, Milland here meets attractive Miss Roc, and interesting possibilities develop. Sinclair provides Milland with a list of men in the raiding party. There follows visit after visit in order to track down confirming information. Finally, at the end of the trail, Milland learns that it actually was Sinclair who killed his brother. Bent on retribution Milland returns to face Sinclair, only to learn however, that the circumstances of the death were justified, and that under similar conditions, he would have done the same thing.

Although fate cheats Milland of retribution, it compensates with romance.

A Coronado Production, this British-made film was produced by Joan Harrison and directed by Jacques Tourneur from the screenplay by Philip MacDonald.

Running time, 86 minutes. General audience classification. For April release.

M. H.

Italians Due Today

(*Continued from page* 1)

colleagues here on April 2.

The four-man delegation was invited to this country by John G. McCarthy, Motion Picture Association vice-president in charge of international affairs, to make a study of the pontentialities for Italian films in the U. S. as a preliminary to the negotiation of a new Italo-American film agreement.

American film industry officials, including heads of the distribution companies, circuit and theatre executives, and the trade press will attend an MPAA-sponsored reception in honor of the visitors on Thursday at the Radio City Music Hall studio.

Ia. Building Code Bill Advanced

DES MOINES, March 26.—Iowa's House of Representatives has passed and sent to the state Senate a bill to set up a code governing construction of theatres and other buildings used by the public. Under the bill, all future construction would come under the jurisdiction of a seven-member building code council, which would appoint a commissioner to administer the act.

Steel for Theatres

(*Continued from page* 1)

duces only about 2,800,000 tons and, if Canada is lucky, she can import another 1,250,000 tons. This would leave about 1,225,000 tons to be secured through curtailment of ordinary civilian use in the Dominion.

Canadian Film Board Will Get $300,000 Building

OTTAWA, March 26.—A $300,000 appropriation has been listed in the Canadian government's estimates of expenditures for the construction of a building for the National Film Board in Montreal, with speculation here being that this might be the start of an old rumor that some executive offices of the NFB may be established there.

It is also believed here that, in view of a number of privately-owned studios being concentrated in Montreal, motion picture production for the NFB may be undertaken in Montreal, too, this being in addition to NFB executive offices.

NSS Raw Stock

(*Continued from page* 1)

brought 100 per cent cooperation from all theatre owners, operators and managers throughout Texas," it was said. "Pledges have been signed which will be forwarded to Golden's office. Included are all circuit heads, independent organizations, Theatre Owners of America and Allied, projectionist unions and film truck lines of Texas.

This contribution, which is voluntary on the part of Texas showmen, will be effected through the immediate return of all trailers after their use which will automatically cut down the need for additional prints.

Georgia MPTOO to Meet

ATLANTA, March 26.—Fourth annual convention of the Motion Picture Theatre Owners and Operators of Georgia will be held at the Biltmore Hotel on May 12-14-15. The organization was founded here four years ago.

High Court Refuses Jurisdiction Issue

WASHINGTON, March 26.—The U.S. Supreme Court today refused to hear an appeal from a lower court decision declaring that U.S. District Courts could in certain circumstances decide whether or not to transfer private treble-damage anti-trust suits to districts more convenient for the defendants.

Without an opinion or an indication of how the Justices voted, the Court said it would not review the so-called Tivoli case. Involved are two treble-damage suits against eight distributors and the Interstate and Texas Consolidated circuits. These suits were brought in Delaware by Tivoli Realty, Inc., and I. B. Adelman. The defendants asked Delaware District Court Judge Rodney to transfer the case to Texas, but he ruled that five of the defendants could not be legally served in Texas and therefore he had no power to consider the defense motion. The Third Circuit Court of Appeals overruled Rodney, declaring he could consider whether to transfer the suit so long as the five defendants agreed to allow themselves to be served in Texas—which all five said they were. Tivoli and Adelman appealed to the Supreme Court.

Appeal Is Passed On MacArthur Case

WASHINGTON, March 26.—The deadline for an appeal to the U. S. Supreme Court by Kass Realty Co. in the MacArthur Theatre case here has passed without an appeal.

Kass had originally announced it would ask the high court to review the District Court of Appeals decision that neither Stanley Co. nor K-B Amusement Co., partners in the MacArthur venture, were liable for damages for failing to designate jointly a site for a second theatre to be built by Kass. Apparently the realty firm later changed its plans, and no appeal was taken.

Maine Exhibitors Oppose New Tax

AUGUSTA, ME., March 26.—Maine theatres could not survive a municipal tax of possibly 10 per cent on top of the existing 20 per cent Federal admission tax, Arthur F. Tiffin, spokesman for state theatre operators, told the legislative taxation committee here.

Tiffin spoke in opposition to a bill introduced by Rep. Paul Woodworth, Fairfield Republican, which would authorize cities and towns to tax numerous transactions, occupations or personal property not subject to state taxation, including theatre admissions.

UK Sulphur Crisis

(*Continued from page* 1)

Board of Trade. If their critical status is not recognized in the B. of T.'s internal rationing program, some laboratories will have to reduce their output, if indeed they don't close down entirely.

Two American experts, Francis J. Curtis of Monsanto Chemical Co., and Edwin B. Lopkes of Blockson, are examing Britain's sulphur position and will begin definite talks with the B. of T. tomorrow with respect to future U. S. allocations.

MOTION PICTURE DAILY'S BOOKING CHART

WEEK OF	COLUMBIA	EAGLE LION CLASSICS	M-G-M	MONO.	PARA.	REPUBLIC	RKO	20TH-FOX	U. A.	UNIV.-INT'L.	WARNERS	LIPPERT
Feb. 18	(Feb. Releases) BORN YESTERDAY Judy Holliday Broderick Crawford C—103 min. (Rev. 11/17/50) OPERATION X Edward G. Robinson Peggy Cummins D-79 min. (Rev. 12/18/50)		CAUSE FOR ALARM Loretta Young Barry Sullivan D—74 min. (Rev. 1/26/51)	THE VICIOUS YEARS Tommy Cook Gar Moore D—79 min. (Rev. 2/23/50)	(Feb. Releases) THE GREAT MISSOURI RAID (Color) Wendell Corey Macdonald Carey D—85 min. (Rev. 12/1/50)	MISSING WOMEN Penny Edwards James Millican D—60 min. (Rev. 3/13/51)		(Feb. Releases) CALL ME MISTER (Color) Betty Grable Dan Dailey M—95 min. (Rev. 1/24/51) I'D CLIMB THE HIGHEST MOUNTAIN (Color) Susan Hayward William Lundigan D—88 min. (Rev. 1/12/51) THE 13th LETTER Charles Boyer Linda Darnell D—85 min. (Rev. 1/19/51)		(Feb. Releases) OPERATION DISASTER John Mills D—100 min. (Rev. 1/10/51) TOMAHAWK (Color) Van Heflin Yvonne De Carlo O—82 min. (Rev. 1/8/51) BEDTIME FOR BONZO Ronald Reagan Diana Lynn C—83 1/3 min. (Rev. 1/15/51) TARGET UNKNOWN Mark Stevens Don Taylor D—90 mins. (Rev. 1/30/51)		
Feb. 25	COUNTERSPY MEETS SCOTLAND YARD Howard St. John D—67 min. (Rev. 11/21/50)	(Feb. Releases) THEY WERE NOT DIVIDED Edward Underdown D—102 min. DERBY WINNER D				NIGHT RIDERS OF MONTANA Allan "Rocky" Lane O—60 min. (Rev. 3/12/51) SILVER CITY BONANZA Rex Allen O—67 min. (Rev. 3/21/51)	CRY DANGER Dick Powell Rhonda Fleming D—79 min. (Rev. 2/1/51)				THE ENFORCER Humphrey Bogart D—87 min. (Rev. 1/23/51)	
Mar. 4	RIDING THE OUTLAW TRAIL Charles Starrett O—56 min. (Rev. 2/9/51) REVENUE AGENT Douglas Kennedy Jean Willes D—72 min. (Rev. 12/5/50)		THREE GUYS NAMED MIKE Jane Wyman Van Johnson C—79 min. (Rev. 2/9/51)	NAVY BOUND Tom Neal Regis Toomey D—60 min. (Rev. 2/20/51)		CUBAN FIREBALL Estelita Rodriguez Warren Douglas CD—78 min. (Rev. 3/12/51)	PAYMENT ON DEMAND Bette Davis Barry Sullivan D—80 min. (Rev. 2/15/51)				SUGARFOOT (Color) Randolph Scott Adele Jergens O—80 min. (Rev. 1/30/51)	
Mar. 11	A YANK IN KOREA Lon McCallister D—73 min. (Rev. 2/13/51)	THE HOODLUM D THE BLUE LAMP Jack Warner Jimmy Hanley D—84 min. (Rev. 6/1/50)	INSIDE STRAIGHT David Brian Arlene Dahl Barry Sullivan D—89 min. (Rev. 3/5/51)	MAN FROM SONORA Johnny Mack Brown O—54 min.	(Mar. Releases) SAMSON AND DELILAH (Color) Hedy Lamarr Victor Mature George Sanders D—128 min. (Rev. 10/21/49)	OH! SUSANNA (Color) Rod Cameron Adrian Booth O—90 min. (Rev. 3/12/51)		(Mar. Releases) SWORD OF MONTE CRISTO (Color) George Montgomery Paula Corday D—80 min. (Rev. 3/9/51)	(Harry M. Popkin) THE SECOND WOMAN Robert Young Betsy Drake D—91 min. (Rev. 1/17/51)		LIGHTNING STRIKES TWICE Ruth Roman Richard Todd D—91 min. (019) (Rev. 2/20/51)	FINGERPRINTS DON'T LIE Richard Travis Sheila Ryan D (Release: 3/3/51)
Mar. 18	(Mar. Releases) "M" David Wayne Howard DaSilva D—88 min. (Rev. 3/6/51)	MY OUTLAW BROTHER Mickey Rooney Robert Preston O—82 min. (Rev. 2/6/51)	ROYAL WEDDING (Color) Fred Astaire Jane Powell MC—93 min. (Rev. 2/6/51)	GYPSY FURY Viveca Lindfors D		INSURANCE INVESTIGATOR Audrey Long Richard Denning D—60 min. (Rev. 3/22/51)	TARZAN'S PERIL Lex Barker Virginia Huston D—79 min. (Rev. 3/16/51)			(Re-releases) DODGE CITY Errol Flynn Olivia De Havilland O—104 min. (017) (Rev. 4/4/39) VIRGINIA CITY Errol Flynn Miriam Hopkins O—121 min. (018) (Rev. 3/20/40)	
Mar. 25	AL JENNINGS OF OKLAHOMA (Color) Dan Duryea Gale Storm O—79 min. (Rev. 1/17/51) TEXANS NEVER CRY Gene Autry O—70 min. (Rev. 3/9/51)	GOLDEN SALAMANDER Trevor Howard Anouk D—94 min. (Rev. 3/20/51)		LION HUNTERS Johnny Sheffield D (5109)	THE MATING SEASON Gene Tierney John Lund Thelma Ritter C—101 min. (Rev. 1/10/51) THE REDHEAD AND THE COWBOY Glenn Ford Edmond O'Brien Rhonda Fleming O—60 min. (Rev. 12/7/50)	HEART OF THE ROCKIES Roy Rogers Penny Edwards OM	THE THING Margaret Sheridan Kenneth Tobey D			(Mar. Releases) THE GROOM WORE SPURS Ginger Rogers Jack Carson C—80 min. (Rev. 2/5/51) AIR CADET Stephen McNally Richard Long D—94 min. (115) (Rev. 2/19/51) ABBOTT AND COSTELLO MEET THE INVISIBLE MAN Bud Abbott Lou Costello C—82 min. (Rev. 3/7/51)	LULLABY OF BROADWAY (Color) Doris Day Gene Nelson MD—92 min. (Rev. 3/13/51)	MASK OF THE DRAGON Richard Travis Sheila Ryan D (Release: 3/17/51)
Apr. 1	FORT SAVAGE RAIDERS Charles Starrett Smiley Burnette O-54 min. (Rev. 3/15/51)	CIRCLE OF DANGER Ray Milland Marius Goring D					HARD, FAST AND BEAUTIFUL Claire Trevor Sally Forrest D		Gloria Films— (I. G. Goldsmith) THE SCARF John Ireland Mercedes McCambridge D—93 min. (Rev. 3/19/51)			
Apr. 8	MY TRUE STORY Helen Walker D—67 min. (Rev. 3/12/51) FLAME OF STAMBOUL Richard Denning D—68 min. (Rev. 3/6/51)	SKIPALONG ROSENBLOOM Maxie Rosenbloom Max Baer CO—73 min. BADMAN'S GOLD D	FATHER'S LITTLE DIVIDEND Spencer Tracy Elizabeth Taylor CD—82 min. (Rev. 2/21/51)	CANYON RAIDERS Whip Wilson O (5151)		THUNDER IN GOD'S COUNTRY Rex Allen Mary Ellen Kay O—67 min. (5052)	KON-TIKI Thor Heyerdahl Doc—72 min. (Rev. 3/22/51)		(Rob't. Stillman) QUEEN FOR A DAY D—107 min. (Rev. 3/21/51)		RATON PASS Dennis Morgan Patricia Neal O—84 min. (021) (Rev. 2/27/51)	STOP THAT CAB Sid Melton Iris Adrian D (Release: 3/31/51)
Apr. 15	(Apr. Releases) VALENTINO (Color) Anthony Dexter Eleanor Parker D—105 min. (Rev. 2/16/51)	THE LONG DARK HALL Rex Harrison Lilli Palmer D—86 min. (Rev. 3/8/51)	SOLDIERS THREE Stewart Granger Walter Pidgeon CD—83 min. (Rev. 3/13/51)	(Allied Artists) I WAS AN AMERICAN SPY Ann Dvorak Gene Evans D—85 min. (AA19) (Rev. 3/21/51)	(Apr. Releases) MOLLY Gertrude Berg D—83 min. (Rev. 11/24/50) QUEBEC (Color) Corinne Calvet Patric Knowles D—85 min. (5017) (Rev. 2/28/51)		MY FORBIDDEN PAST Ava Gardner Robert Mitchum D—81 min. (Rev. 3/21/51)	(Apr. Releases) YOU'RE IN THE NAVY NOW Gary Cooper Jane Greer CD—93 min. (Rev. 2/23/51) I CAN GET IT FOR YOU WHOLESALE Susan Hayward Dan Dailey D—91 min. (Rev. 3/14/51) FOLLOW THE SUN Glenn Ford Anne Baxter D—93 min. (Rev. 3/19/51)		(Apr. Releases) UP FRONT David Wayne Tom Ewell C—92 min. (Rev. 3/2/51) DOUBLE CROSSBONES (Color) Donald O'Connor C-76 min. (Rev. 11/20/50) MA AND PA KETTLE BACK ON THE FARM Marjorie Main Percy Kilbride C—80 min. (Rev. 3/23/51)		
Apr. 22	SANTA FE (Color) Randolph Scott O—89 min. FURY OF THE CONGO Johnny Weissmuller D—69 min. (Rev. 2/20/51)	WHEN I GROW UP Robert Preston Martha Scott Bobby Driscoll D OLIVER TWIST Robert Newton Alec Guinness D	THE GREAT CARUSO (Color) Mario Lanza Ann Blyth MD—109 min.			FIGHTING COAST GUARD Brian Donlevy Ella Raines D	SEALED CARGO Dana Andrews Carla Balenda Claude Rains D		(Bob Roberts) HE RAN ALL THE WAY John Garfield Shelley Winters D—77 min.		ONLY THE VALIANT Gregory Peck Barbara Payton O—105 min. (Rev. 3/6/51)	
Apr. 29	(Reissue) REX, KING OF THE WILD HORSES O—66 min. (Rev. 3/14/47) WHIRLWIND Gene Autry O	VOLCANO Anna Magnani D—110 min.	THE PAINTED HILLS (Color) Lassie Paul Kelly D—68 min. (Rev. 3/23/51)	GHOST CHASERS Bowery Boys C (5112)		BUCKAROO SHERIFF OF TEXAS Michael Chapin Eileen Janssen O—60 min. (Rev. 12/21/50)			(Doug. Sirk) THE FIRST LEGION Charles Boyer Lyle Bettger D—86 min.			

(Dates Are Based on National Release Schedules and Are Subject to Change. Letters Denote the Following: (D) Drama. (M) Musical. (C) Comedy. (O) Outdoor Action. Production Numbers Are in Parentheses. (Rev.) Motion Picture Daily Review Date.)

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FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 69. NO. 60 NEW YORK, U. S. A., WEDNESDAY, MARCH 28, 1951 TEN CENTS

Court Orders Hughes to Sell Theatre Stock

Has Until Feb. 20, 1953, Then Trustee Must Sell

Howard Hughes was ordered to sell his 24 per cent trusteed stock interest in RKO Theatres by Feb. 20, 1953, by the New York Statutory Court yesterday.

If he fails to dispose of the stock by the deadline, the trustee, Irving Trust Co., will be required to sell it within the following two years, under the terms of the court order.

Yesterday's action was taken without further hearings on a government motion submitted by Philip Marcus, special assistant to the Attorney-General in the anti-trust division of the Department of Justice. Marcus and Thomas Slack, Hughes' attorney, had presented opposing briefs previously.

The government last Feb. 20 asked for a one-year deadline for the sales of Hughes' theatre stock, but had accepted a court compromise proposal for two years. Hughes refused the

(*Continued on page* 18)

Hollywood Girded Against TV: Levy

OKLAHOMA CITY, March 27.—Hollywood is fully prepared to "meet the competition from television with good box-office pictures at the high levels of patron appeal," Herman M. Levy, Theatre Owners of America's general counsel, told the annual convention of the Theatre Owners of Oklahoma. Levy said he had just come from the Coast and based his observation on what he had seen and learned there.

"It is necessary for exhibition and

(*Continued on page* 17)

Compo Press Group Headed by Alicoate

Jack Alicoate, publisher of *The Film Daily*, has been elected representative of the trade press on the executive board of the Council of Motion Picture Organizations, it was announced here yesterday by Arthur L. Mayer, COMPO executive vice-president.

Alicoate succeeds Abel Green of *Variety*, whose one-year term as trade press representative had expired. Alicoate is expected to name his alternate shortly.

Ascap Reports $9,044,842 Net for 1950

A net income of $9,044,842 for 1950 was reported yesterday by Ascap, marking an increase of $944,312 over the previous year. The report was presented to the membership of the Society at its annual meeting at the Waldorf-Astoria Hotel here.

With the Society's gross income for 1950 put at $11,874,371, an increase of $1,273,186 over 1949 was noted. A pronounced increase in license fees was attributed mainly to an additional $400,000 secured during the year from radio and a $925,000 rise in receipts from television.

Operating expenses for 1950 amounted to $2,829,528, against $2,500,654 for the preceding year. The increase in expenses of $328,874 was explained

(*Continued on page* 18)

Leo Devaney, 60, RKO Veteran

Leo M. Devaney, RKO Radio Pictures' Canadian district manager for the last 18 years, and an industry veteran of 38 years, died in Toronto yesterday from a heart attack at the age of 60. He was taken ill en route to Toronto from Winnipeg by plane and placed in an oxygen tent in Toronto's Western Hospital, the RKO home office reported here yesterday.

(*Continued on page* 19)

MPAA TIGHTENS PRODUCTION CODE

Showmen, Daily And Herald Hit '46 Code Change

When in September, 1946, the Motion Picture Association board relaxed the Production Code ban on the presentation in motion pictures of the illegal drug traffic, Quigley Publications took an uncompromising editorial stand against the board's action.

At the same time exhibitors in every corner of the country began to register protests against the substituted amendment which yesterday was repealed by the MPAA board in favor of a readherence to the original edict, namely, "Illegal drug traffic must never be presented."

MOTION PICTURE DAILY, following

(*Continued on page* 18)

Name Flinn Mono., Allied Ad Director

HOLLYWOOD, March 27.—The appointment of John C. Flinn, Jr., as national advertising and publicity director of Monogram and Allied Artists, was announced today by Steve Broidy, president. He succeeds the late Louis S. Lifton, who had held the post 15 years at the time of his death.

Sanford Abrahams was appointed

(*Continued on page* 19)

Bans Narcotics Stories, Restricts Suicide and Other Crime Treatments

The Motion Picture Association of America board of directors at its annual meeting here yesterday adopted four amendments tightening up the industry's Production Code on treatments of crime in motion pictures, one of which restores the Code's ban on presentation of narcotics subject matter, which was relaxed in 1946.

Other amendments strengthen Code restrictions on the employment of suicide in film plots; proclaim abortion an improper subject for theatrical pictures and qualify the present regulation covering scenes depicting the killing of law-enforcement officers.

The new amendment pertaining to narcotics provides that "neither the illegal drug traffic, nor drug addiction, must ever be presented."

The amendment returns the Code to its pre-1946 status when it contained the flat provision that "Illegal

(*Continued on page* 18)

O'Hara An MPA V-P; Johnston Reelected

Eric Johnston was reelected president of the Motion Picture Association of America at the organization's annual meeting here yesterday, and Joyce O'Hara, who is filling in during Johnston's service on leave of absence as Economic Stablization Administrator, was elected an MPAA vice-president. All other officers and directors were reelected.

Officers in addition to Johnston and O'Hara are: Joseph I. Breen, Francis Harmon, and John G. McCarthy,

(*Continued on page* 18)

Scores Book 20th-Fox Crime Feature, Has Laughs, Drama

Exhibitor response to 20th Century-Fox's news feature based on the Kefauver crime hearings kept the home office and branches throughout the country busy yesterday as bookings reached record proportions.

The Movietone feature reached Broadway yesterday on the screens of the Rivoli, Astor and Palace and by last night more than 50 theatres in the N. Y. area had booked the film. Late yesterday afternoon, exhibitors were standing in line at the N. Y. exchange waiting for prints coming from the laboratory 10 at a time.

The same pattern was in evidence across the country with Chicago ex-

(*Continued on page* 17)

Public service and solid entertainment are combined in 20th Century-Fox's timely presentation of the Kefauver Senate Crime Investigating hearings as recorded by the newsreel cameras.

The entertainment ranges from the laughs provided by Virginia Hill Hauser's seemingly ingenuous replies to the drama of acknowledged gangsters and racketeers brought into the glare of kleig-lighted publicity. But, surprisingly enough, the main impact comes from a thorough realization of the committee's aims and purposes in holding the hearings.

Sen. Estes Kefauver, chairman of

(*Continued on page* 17)

See More Time for Loew's, 20th Decrees

WASHINGTON, March 27. — Justice Department officials had consent decree talks today with spokesmen for both 20th Century-Fox and Loew's.

Indications were that while progress was made in the talks with each company, still further postponements would be required in the deadlines now set for presenting divorcement plans to the New York court. The Loew's deadline is March 31 and the

(*Continued on page* 18)

2-Day Warner Meet Starts Here Today

Ben Kalmenson, Warner Brothers' sales vice-president, will preside over a two-day meeting of the company's district managers beginning here today in the home office.

All home office executives will also be present at the meetings during which plans will be discussed for Warner's top releases during the spring and summer.

Coast Studios Hum With New Activity

HOLLYWOOD, March 27. — With spring in the air, the production tally certainly took a leap in the right direction, for a total of 29 pictures in work. Eleven new pictures were started while four were completed.

Started were: "Disc Jockey," Allied Artists; "The North Country," "People Against O'Hara" and "Rain, Rain Go Away," Metro-Goldwyn-Mayer; "Behave Yourself" (Wald-Krasna Productions), RKO; "Mr. Belvedere Blows His Whistle," "The Dr. Praetorious Story," "Skid Row" (Joseph Bernhard Productions), and "Chuck-A-Luck" (Fidelity Pictures), 20th Century-Fox; "One Never Knows," Universal-International; "Force of Arms," Warner. Completed were: "Silver Canyon," Columbia; "Savage Drums," Lippert; "A Lady Possessed" (Portland Production), Republic; "Friendly Island," 20th Century-Fox.

UJA 'Kick-Off' Meeting Today

The executive committee of the amusement division of the United Jewish Appeal will hold a "kick-off" meeting today in the Hotel Astor here at noon, it is announced by Sam Rosen of Fabian Theatres, and A. Schneider, Columbia Pictures, division chairmen.

"The executive committee is putting the industry's UJA campaign into high gear with many of the industry's leading figures taking an active part," division spokesmen declared here.

Prepare 1st USO Unit For Korean Front

The first USO Camp Shows entertainment unit to be formed since the declaration of a national emergency will be ready to leave for the Korean Theatre of Operations within 30 days, James Sauter, president of Camp Shows, Inc., announced here.

Sauter said that there is a possibility of Hollywood "names" being added to the company for the tour.

Gamble Move Complete

The last office equipment was removed yesterday from the Gamble Enterprises office here to mark completion of the transfer of the company's headquarters to Milwaukee. Ted R. Gamble will continue to make his home in New York, however.

Personal Mention

WILLIAM F. RODGERS, M-G-M vice-president and general sales manager, is due to leave here for the Coast on Friday.

•

NORTON V. RITCHEY of Monogram-Allied Artists, en route home from the Uruguay Film Festival, is due to stop off in Trinidad, Puerto Rico, Haiti and Jamaica.

•

JOHN MANGHAM of Atlanta, JACK ZIDE, Detroit, and DON SCHWARTZ, Minneapolis, were in New York to visit with JACK BERKSON of Screencraft Pictures last week.

•

JOHN P. BYRNE, M-G-M Eastern sales manager, is scheduled to spend all of this week in New Haven from New York.

•

JAMES H. ESHELMAN, district manager of Buffalo Paramount Corp., is due to return there tomorrow from Minneapolis.

•

DICK DIRKES, Universal home office representative, is at the San Francisco office for an indefinite period.

•

MORTON SCHWAM, 20th Century-Fox publicist, was married here Saturday to REGINA PRICE, Copacabana vocalist.

•

HARRY FRANKLIN, Aaron Goldberg Theatres executive, is recuperating from an illness in San Francisco.

•

PANDRO BERMAN, M-G-M producer, is due to arrive here from the Coast tomorrow en route to Italy.

•

CARL HALPIN, Milford Drive-in Theater manager at Milford, Conn., has returned from a Florida vacation.

PHIL REISMAN, RKO Pictures vice-president in charge of foreign distribution, has returned here from a tour of South America.

•

ALLEN A. GRANT, Century Theatres field representative, was presented with a gold watch commemorating his 20th anniversary with the organization, by FRED J. SCHWARTZ, vice-president of Century Theatres.

•

ERNEST L. MILLER, owner of the Cinema and Coronet theatres at Indianapolis, has been elected president of the Northern division of the Delta Tau Delta Fraternity.

•

CHARLES THALL, California Theatres Association manager, has accepted the Red Cross drive motion picture chairmanship in San Francisco.

•

IRVING SOCHIN, Universal-International special films division sales head, is due to leave here tonight for Chicago.

•

RUSSELL BLEEK, formerly Screen Guild Indianapolis branch manager, has joined the Eagle Lions Classics sales staff there.

•

LOU WEINBERG, Columbia circuit sales executive, left here yesterday for a three-week visit to the Coast.

•

RENE CLAIR, director, is scheduled to leave France on the *SS Ile de France* April 10 for New York.

•

C. D. OWENS has been appointed vice-president of All-Scope Pictures, Inc., Hollywood.

•

MAX BERCUTT, Warner exploiteer, is in Portland from San Francisco.

Chabrier Quits Pathe, Nachbaur in Charge

Jacques Chabrier has resigned as president of Pathé Cinéma and the Paris Theatre here, it was disclosed yesterday in a joint statement made by Chabrier and Pierre Cabaud, Secretaire General of the Societe Nouvelle Pathé Cinéma, France. Chabrier has been with Pathé for the last nine years. He started with the company in 1942, and came here five years ago as its representative, subsequently forming the American affiliate, which built the Paris Theatre on 58th Street.

Lucien Nachbaur, manager of the Marignan Theatre in Paris, Pathé showcase, is now in this country on a temporary visit to represent the parent company's interests here.

Jack Kalmenson Is Named WB Manager

Jack Kalmenson, local sales manager for Warner Brothers in Pittsburgh, has been promoted to the post of branch manager of that office, the company disclosed here yesterday. Previously, Kalmenson served as salesman for Warner in Detroit and Cleveland.

Film to Be Made On Academy Awards

HOLLYWOOD, March 27.—Eastman Kodak, through Emery Huse, executive of the motion picture division of the Hollywood branch, has made a gift to the Academy of Motion Picture Arts and Sciences of the necessary Kodachrome footage to be used in the Academy's filming of the actual Awards presentation ceremony on Thursday night.

The picture, which will be previewed for Academy members early in April, is being made for Academy archives. It will be produced by G. Carleton Hunt and photographed by John Boyle and Charles G. Clarke, all members of the Academy's board of governors.

Colquhoun Heads Columbia Branch

MEMPHIS, March 27.—Norman J. Colquhoun, formerly of Eagle Lion Classics at Dallas, today was named branch manager of Columbia Pictures in Memphis, succeeding the late Herman Chrisman, who died two weeks ago. Colquhoun was also formerly Republic branch manager in Memphis.

Newsreel Parade

THE Senate crime probe and the return of U. S. Marines from Korea are among the latest newsreel highlights. Other items include Easter observances, sports and fashions. Complete contents follow:

MOVIETONE NEWS, No. 26—Senate crime investigators. Allies clear South Korea. Marines return from Korea. Brotherhood Awards. Easter observed. "Follow the Sun" premiere. Sports: auto racing, billiards.

NEWS OF THE DAY, No. 260—Senate probe. War heroes come home. *"Mighty Mo"* battles storm. Greek rulers visit U.S. carrier. Easter across the nation. Hoop classic. Italian speed demon.

PARAMOUNT NEWS, No. 63—Marines home from Korea. Senate crime hearings. Nuremberg: unique toy exhibit. Easter across the nation. Kentucky beats Illinois in basketball.

TELENEWS DIGEST, No. 13-A—Sea and air war in Korea. Senate crime hearings. Czech Ambassador to India seeks asylum in England. Italian tanker explodes. Easter parade. Fashion preview.

UNIVERSAL NEWS, No. 442—Senate crime probe. Marines return from Korea. Tide of toys in France. Afghanistan mining secretary visits Washington. Dick Button wows Vienna. Italian sets auto speed record.

WARNER PATHE NEWS, No. 65—Easter, 1951. Senate crime probe continues in Washington. Iran votes to nationalize British oil fields. Marines return from Korea. Basketball thriller: Kentucky beats Illinois.

Talmadge to Attend 'Queen' Premiere

WAYCROSS, Ga., March 27.—Governor Herman Talmadge of Georgia has accepted an invitation to be guest of honor at the Lyric Theatre here on April 14 at the world premiere of Robert Stillman's "Queen for a Day," being released by United Artists.

Also participating in the citywide celebration will be the mayor and all local and county officials, as well as State Senator Jack Williams, publisher of the *Waycross Journal-Herald.*

Promote Albeck to Foreign Sales Post

Andy Albeck has been promoted to assistant foreign sales manager of Eagle Lion Classics, by S. L. Seidelman, head of foreign operations.

Albeck joined the home office foreign department of Eagle Lion in December, 1949, on his arrival from Japan, where he managed the Tokyo branch of the Motion Picture Export Association.

Landa, Cowan in New ELC Posts

Freedom Landa has been named trade press contact for Eagle Lion Classics here. Miss Landa, with the company for two years, will continue to handle fan magazines promotion. Phil Cowan, former trade press contact, will handle news and syndicate publicity.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Red Kann, Vice-President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.



"MY UNBRIDLED GRATITUDE... to the members of the Press for voting me winner of the annual Patsy Award for the Best Animal Actor of the Year"

Francis
THE TALKING MULE





Ronald Reagan, Piper Laurie and Chill Wills congratulate Francis at gala Hollywood affair

Universal International

Personal management, Universal-International Studios

An example of exhibitor opinion—

UNSOLICITED **response to an editorial by Red Kann, on Eagle Lion's press book innovation in Motion Picture Daily . . . . . .**

A CARL NIESSE ENTERPRISE

VOGUE THEATRE COMPANY

COLLEGE AT SIXTY-THIRD INDIANAPOLIS, INDIANA

March 23,1951

Dear Mr.Kann:

The inauguration of the finger-tip press book is a splendid idea, and you are to be highly praised for its birth. It brings to the exhibitor a brief and concise exploitation program and saves him many hours of tracking back thru cumbersome press books for an idea.

As for one,my organization will follow thru and use them as you present them to us. The idea should be adopted by all film companies.

Thanks for a new service.

Sincerely,

Carl Niesse

hn;n



REX HARRISON · LILLI PALMER

"THE LONG DARK HALL"

THIS IS YOUR
EAGLE LION
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ADDITIONAL COPIES
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"THEY'RE THE TOPS"

REX HARRISON · LILLI PALMER

(Mr. and Mrs. Rex Harrison)

TOPS ON BROADWAY...

Currently co-starring in the smash-hit comedy "Bell, Book and Candle."

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Lilli Palmer's network TV show seen weekly by millions on CBS!



TOPS IN EXPLOITATION

Sell them with a citywide "Mr. and Mrs." campaign through stores, newspapers, etc.

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Co-starred in a drama crackling with suspense and written by Nunnally Johnson!

PETER CUSICK presents

REX HARRISON · LILLI PALMER

"THE LONG DARK HALL"

with Denis O'Dea and Raymond Huntley • Screenplay by Nunnally Johnson • Directed by Anthony Bushell

Reginald Beck • Produced by Peter Cusick • A Huntington Hartford Production • Released through EAGLE LION



'Long Dark Hall' Drama Of Fight Against Fate

"What is the use of truth, if it does not sound true?" asks Rex Harrison from the witness box of London's famous Central Criminal Court, in the Eagle Lion Classics release of Peter Cusick's production, "The Long Dark Hall," which is slated to open ..... at the .....Theatre. In that fashion, he expresses the terrible problem which overpowers him. He admittedly has been indiscreet in his behavior, but nevertheless finds himself in a predicament quite out of proportion to his indiscretion. In "The Long Dark Hall" Rex Harrison has this challenging task of showing us how such a man reacts to such a situation.

Co-Stars With Palmer

For Rex Harrison this role is more than just another film. As soon as he had read Nunnally Johnson's treatment of Edgar Lustgarten's novel "One More Unfortunate" he was determined to appear in this film which was to take him back to British studios after an absence of three years and also re-unite him on the screen with his wife, Lilli Palmer.

Rex Harrison has travelled a long way since his sensational overnight success in Terence Rattigan's play "French Without Tears." He has never denied that he specializes in light comedy but he is also aware of the fact that the light drawing room comedy which was so popular before the war has lost much of its appeal and that audiences, though still in search of light entertainment, are looking for something deeper and less frothy. Harrison's Henry VIII in Maxwell Anderson's play "Anne of the Thousand Days," which was so successful on the Broadway stage, or his "King" in "Anna and the King of Siam" were by no means light comedy characters. On the other hand, the role of Arthur Groome in "The Long Dark Hall" is no character out of history or epic novel. Every member of the audience is intimately acquainted with men of just this sort. So Rex Harrison set himself the difficult task of bringing this Mr. Everybody to life on the screen.

Harrison Changes Role For 'Long Dark Hall'

The role of a man accused of murder in the Peter Cusick production, "The Long Dark Hall," which will have its local debut this ..... at the ..... Theatre, was a new departure for Rex Harrison, who co-stars in the film with his wife, Lilli Palmer. Having specialized largely in roles of a lighter vein he had to work hard to change his style completely to create this harassed character laboring under the strain of a wrong accusation and at the same time convince the audience that they were not about to see another one of those light hearted, debonair characters for which Rex Harrison is justly famous.

Harrison regarded his role in "The Long Dark Hall," which is being released by Eagle Lion Classics, as a challenge and, although he still considers light comedy to be his specialty, he felt that a change from routine would give him new vitality. He said of acting: "Getting into a rut is the greatest danger in this profession. One may achieve stardom with one type of role but to retain it one has to prove one's versatility as an actor."

The picture was directed by Anthony Bushell and Reginald Beck. Nunnally Johnson wrote the screenplay.



Mat 1C *Still LDH P12A*

Arthur Groome, played by Rex Harrison, is a man accused of murder in "The Long Dark Hall," which opens.....at the.....Theatre.



Mat 2A *Still LDH P14A*

Rex Harrison and Lilli Palmer are back on the screen after a five-year absence, co-starring in a turbulent drama of love and murder, "The Long Dark Hall," which will open.....at the.....Theatre.

Rex Harrison, Lilli Palmer Star in 'Long Dark Hall'

Lovely Lilli Palmer, who is currently starring with her husband, Rex Harrison in the Broadway hit, "Bell, Book and Candle," returned to England recently to make a film, "The Long Dark Hall," in which she is also starred with her husband. This is their first film together in five years, the last one being "The Notorious Gentlemen."

'Old Bailey' Trials Run of Mill to Him

Feeling very much at home on the Old Bailey set during the making of Peter Cusick's film, "The Long Dark Hall," starring Rex Harrison and Lilli Palmer, was Mr. Alfred W. Burt, Keeper of the Central Criminal Court. He acted as technical supervisor of the trial scenes and in that capacity helped directors Anthony Bushell and Reginald Beck with advice on proper legal procedure during a murder trial.

For Mr. Burt this was already his second film assignment. A few years ago he went to Hollywood to act in a similar capacity during the production of "The Paradine Case."

Although he is now able to call himself an "old" film man, Mr. Burt still can't get over the offhand manner in which film technicians climb over benches and sit on the judge's table of the world famous courtroom. "It would be interesting to see them try that in the real Old Bailey," he said jokingly.

"The Long Dark Hall," which is being released by Eagle Lion Classics, will be shown starting ..... at the ..... Theatre.

In the picture which is coming to the ..... Theatre, Miss Palmer plays the role of Mary Groome, wife of a man who takes up with a chorus girl subsequently found murdered, a crime of which he is accused. Through all this Mary stays by his side, deeply hurt at having been deceived, yet strong in her love for him. The part gives Lilli an abundance of opportunity to display her dramatic talents in a role that is symbolic of all women who love their men, no matter what circumstances are sent by fate to try them.

Wife Important

Although the main interest of "The Long Dark Hall," which is being released by Eagle Lion Classics, is focused on the character of Arthur Groome, played by Rex Harrison, it is the character of Mary who brings home to the audience the full import of the terrible situation in which the husband finds himself.

The screenplay for "The Long Dark Hall" was written by Nunnally Johnson who adapted Edgar Lustgarten's novel, "One More Unfortunate." Anthony Bushell and Reginald Beck share directorial credits for the film which Peter Cusick produced.



Dawson In Villain Role

Being an actor himself, Anthony Bushell, who directed "The Long Dark Hall," which will open ..... at the ..... Theatre, is a very shrewd judge of actors and their potentialities, so although his casting might at times seem unconventional, his hunches usually come off. When Bushell cast Anthony Dawson as "the Man" who is in fact the murderer in "The Long Dark Hall," there were a number of raised eyebrows in the front office, because Dawson had never tackled a role of that nature before. Once the first rushes of Dawson's work had been seen it became clear that the director's hunch had paid off again.

From the appearance point of view Dawson as "The Man" might almost be called type casting: well over six feet tall with intense eyes and a mobile, expressive face, he gives the murderer the uncanny combination of charm and madness which Nunnally Johnson's screenplay called for. From his own point of view, the role in "The Long Dark Hall" Dawson claims, is exactly the type he has tried to land for a long time.

"The Long Dark Hall" stars Rex Harrison and Lilli Palmer.



Mat 2C *Stills LDH-69A-70A*

Patricia Wayne turns, terrified to find a killer stalking in her room. Scene is from the Rex Harrison-Lillie Palmer starrer, "The Long Dark Hall," which opens.....at the.....Theatre.

Famous Author Johnson Scripts 'Long Dark Hall'

One of Hollywood's foremost writer-producers, Nunnally Johnson is the author of the screenplay for the first Rex Harrison-Lilli Palmer picture in five years, a drama of murder, love and deception, "The Long Dark Hall," which will open ..... at the ..... Theatre.

Johnson, whose script so impressed Harrison and Palmer that they accepted the roles without a moment's hesitation, started work as a reporter on his hometown newspaper in Columbus, Georgia. After service in the first world war he went to New York where he ran a column on the *Brooklyn Daily Eagle*. Later he worked for the *New York Herald Tribune* and the *Evening Post* as a columnist.

He was also successful as a short story writer. Over one hundred of his stories appeared in the *Saturday Evening Post* and other famous magazines.

He first entered films as a writer when he was assigned by Paramount to write "A Bedtime Story" for Maurice Chevalier. In 1933 he joined Fox Films where he wrote a succession of top-ranking pictures including "Cardinal Richelieu," "Thanks a Million," "Grapes of Wrath" and "Tobacco Road." By now he had abandoned fiction writing and devoted all his time and talent to films.

From 1942 onwards Nunnally Johnson produced as well as wrote for films, his successes in this field including "The Pied Piper," "The Moon is Down," "Holy Matrimony," "The Woman in the Window," and "Three Came Home." Recently he produced "The Mudlark."

THE CAST

Arthur Groome.....REX HARRISON
Mary Groome.....LILLI PALMER
The Man.....ANTHONY DAWSON
Sir Charles Morton.....DENNIS O'DEA
Rose Mallory.....PATRICIA WAYNE
Chief Inspector Sullivan.....RAYMOND HUNTLEY

THE CREDITS

Peter Cusick presents Rex Harrison and Lilli Palmer in "The Long Dark Hall" with Denis O'Dea and Raymond Huntley. Screenplay by Nunally Johnson. Directed by Anthony Bushell and Reginald Beck. Produced by Peter Cusick. A Huntington Hartford Production. Released through Eagle Lion.

THE STORY

(Not for publication)

When Arthur Groome's (Rex Harrison) girl friend (Patricia Wayne is murdered by a maniacal killer (Anthony Dawson), Groome is accused of the crime and stands trial.

His wife (Lilli Palmer), although shaken by his unfaithfulness, stands by him and believes in his innocence. The jury finds him guilty and he is sentenced to be hanged.

However, unknown to the killer, who writes an incriminating letter to Inspector Sullivan (Raymond Huntley), Groome has a stay of execution. The killer is traced through his letter and Groome is freed.

Kind Killer

Making a strong bid for the title of the "most understanding murderer in films" is a six foot three inches, 34 year old Anthony Dawson. In Peter Cusick's "The Long Dark Hall," which Eagle Lion Classics is releasing this ..... at the..... Theatre, starring Rex Harrison and Lilli Palmer, he plays the man who commits the murder for which Rex Harrison stands trial.

Directors Anthony Bushell and Reginald Beck were very happy about Dawson's performance which they said "gives an especially spine-chilling quality to his charming approach to murder."

It is entirely possible that "The Long Dark Hall" will prove the turning point in the career of this talented actor who trained race horses and studied music before he finally took up acting.

Busiest Lady Title Goes to Lilli Palmer

One of the busiest people in the entertainment world these days is lovely Lilli Palmer who is currently co-starring with her husband Rex Harrison in a poignant drama, "The Long Dark Hall," which will open ..... at the ..... Theatre.

In addition to her film work, Miss Palmer has her own television show which requires many hours of rehearsal plus her role in the Broadway hit, "Bell Book and Candle," in which she also co-stars with her actor-husband.

"The Long Dark Hall," which is being released by Eagle Lion Classics, tells the story of a man tried for a murder which he didn't commit. Although the murder and subsequent trial show that this respectable married man had been unfaithful, his wife (Miss Palmer's role) not only forgives him but is determined to prove his innocence.



Mat 1A *Still LDH-BA*

Lilli Palmer is cast as the wife of an unfaithful man who stands trial for murder, in the new film, "The Long Dark Hall," which opens.....at the..... Theatre. Rex Harrison co-stars.



Mat 2B **Still LDH-15A**

Lilli Palmer, whose husband is on trial for murder, is confronted by the real killer in this scene from "The Long Dark Hall," which is coming this.....to the.....Theatre. Rex Harrison is cast as her husband. Anthony Dawson plays the part of the murderer.

Directs and Performs For 'Long Dark Hall'

Anthony Bushell claims that he should have collected double salary for his work in the Rex Harrison-Lilli Palmer starrer, "The Long Dark Hall," which is scheduled to open ..... at the ..... Theatre through Eagle Lion Classics release. Not only did he serve as co-director of the picture with Reginald Beck, but he played the role of Rex Harrison's attorney when Harrison is brought to trial for the murder of a chorus girl.



Mat 1B ***Still LDH-P33A***

Patricia Wayne is featured in "The Long Dark Hall," coming .....to the..... Theatre.

Bushell has appeared in many stage and film hits on both sides of the Atlantic, having come here with the British "Journey's End" company and remaining for several years. After making many films in Hollywood he returned to England where he appeared in such pictures as "The Scarlet Pimpernel" and "Dark Journey."

Olivier's Assistant

While with Laurence Olivier as co-director of "Hamlet," he met and formed the partnership with Reginald Beck. It was also Beck's "Hamlet" work that inspired producer Peter Cusick to use a similar co-directorial setup for "The Long Dark Hall."

Reginald Beck's approach to film production is almost scientific. He is also second to none in his knowledge of the camera, film cutting and film editing possibilities. He visualizes the pictorial aspect of every scene, leaving his co-director free to concentrate on the actors' performances (in this case including that of the co-director!)

'Hall' Here

The story of a rather staid, married man who strays from the set path of domesticity and falls in love with a chorus girl is the moving tale of Peter Cusick's drama, "The Long Dark Hall." Reuniting Rex Harrison and his actress wife, Lilli Palmer on the screen, "The Long Dark Hall," an Eagle Lion Classics release will open ..... at the ..... Theatre.

Writer-producer Nunnally Johnson adapted Edgar Lustgarten's novel to the screen. Anthony Bushell, who plays a featured role in the picture co-directed with Reginald Beck. The last time Rex Harrison and Lilli Palmer were co-starred in a picture was five years ago in "The Notorious Gentleman."

Reunited

Rex Harrison and Lilli Palmer, who were last seen together on the screen five years ago in the picture "The Notorious Gentleman," are reunited once again in Peter Cusick's drama of a man involved in murder and an indiscreet love affair, "The Long Dark Hall," which will be shown this ..... at the ..... Theatre.

Success

Although a number of British producers had tried to lure Rex Harrison and Lilli Palmer to make another picture at British studios (their last was "The Notorious Gentleman," made five years ago) it was an American, Peter Cusick who succeeded in doing so. The picture, "The Long Dark Hall," which tells of a man's indiscretion and how it backfired by involving him in a murder trial, will open ..... at the ..... Theatre.

Palmer Stars

Lilli Palmer plays the role of a woman who not only forgives her husband for having been indiscreet with a chorus girl, but fights furiously to prove his innocence when he is tried for the girl's murder, in Peter Cusick's "The Long Dark Hall," which will open ..... at the ..... Theatre.

Rex Harrison, Miss Palmer's husband off-screen, is cast as the erring spouse in the film, and this is their first co-starring picture in five years.

Easy Does It

Lilli Palmer's first two days of shooting for "The Long Dark Hall," in which she stars with her husband Rex Harrison which opens.....at the..... Theatre were exceedingly comfortable ones. She spent them in bed!

The scene showed Rex Harrison's return home after he has found his girl friend murdered and all Lilli had to do was call to him from her bed.



Movie Cop Has a Heart For Accused

A policeman with a heart is Raymond Huntley's role in "The Long Dark Hall," Peter Cusick's drama of a man unjustly accused of murder, which will open ..... at the ..... Theatre. Without suggesting that the average policeman has no heart, Inspector Sullivan is unconventional for at least one reason—he is *not* convinced that the evidence he unearths during his investigation into the murder of a chorus girl is right. It points clearly to the guilt of a man whom he does not consider "to be the type" for the crime in question. Nevertheless, clues and evidence being what they are, he has to follow the case through to its logical conclusion and make the arrest, but he is far from happy about it.

Raymond Huntley has had so many distinguished performances chalked up to his credit that it would be difficult to single out any one of them as being more outstanding than the rest and it would be difficult to single any one in whatever role he is cast he is sure to play it with polish and conviction.

Two of his most recent and memorable performances have been that of the bank manager in "Passport to Pimlico" and the bad-tempered tuberculosis sufferer in "Sanatorium" an episode in W. Somerset Maugham's "Trio."

Starring in "The Long Dark Hall," which Eagle Lion is releasing, are Rex Harrison and Lilli Palmer. Nunnally Johnson wrote the screenplay.

Same Set

When Rex Harrison made his last film in England, "Escape," he stood in the dock of the Old Bailey (Criminal Courts Building), accused of murder. In "The Long Dark Hall," opening ..... at the ..... Theatre, in which he co-stars with his wife, Lilli Palmer, he again stands in the prisoner's dock of the famous court. Although the stories of the two films are entirely different, the dock was the same, being a set that has been seen in a number of films.

The prison garb in which Harrison is seen in a later scene has been worn by him before also in "Escape."

Anthony Bushell and Reginald Beck directed "The Long Dark Hall" which Peter Cusick produced.

Work 'MR. and MRS.' Routine Citywide!

Here are some of the ways in which the Rex Harrison-Lilli Palmer (Mrs. Rex Harrison) team can be exploited locally to boost "The Long Dark Hall":

STORES: Set your merchandising campaign with a single large store or with a group of stores. Start with an invitation to shop, run either as an ad, a radio announcement, a herald or a throwaway. Copy for this can read "Mr. and Mrs. Rex Harrison (Lilli Palmer) . . . stars of 'The Long Dark Hall' . . . invite Mr. and Mrs. Your Town to see the wonderful values at the Emporium."

This invitation can be followed up with ads calling attention to the specific items the store or stores want to plug. These ads can all be tagged by art of Harrison and Palmer identifying them as husband and wife.

Focus of this merchandising campaign can be matching items for "Mr. and Mrs." like sweaters, shirts, slacks, and loafers. These items are currently being merchandised extensively nationwide. Store might cap this off with a photo contest for the best looking matching outfits that any local couple have been able to purchase at store.





NEWSPAPERS: Try to set up a big-space feature story on "Mr. and Mrs. Celebrity Meet Mr. and Mrs. Your Town." This story would use art of Rex Harrison and Lilli Palmer along with bio selected from publicity section. Alongside of this would run story of typical local couple.

Switches on this idea might include series on prominent local couples with prizes to those selected as most interesting being guest tickets for "The Long Dark Hall."

CONTESTS: "Mr. and Mrs." routine lends itself to many local contests. These might include search for the handsomest young couple married locally in week before "Long Dark Hall" opens. Another contest could be worked for the most talented couple. A hunt might be instituted for the oldest married pair. All of these contests could be handled through a co-operating newspaper with stores tying in for prizes and final judging on stage during opening night of "The Long Dark Hall." All contests should be run in the name and under the sponsorship of "Mr. and Mrs. Rex Harrison (Lilli Palmer)."



FRONT AND LOBBY

An advance 40x60 for out front can be done in script lettering and worded like an invitation from Mr. and Mrs. Rex Harrison (Lilli Palmer) to see them in "The Long Dark Hall."

Special still art showing Harrison and Miss Palmer as the stars of "Bell, Book and Candle" and also illustrating Miss Palmer's television show can be sniped with playdate credits and blown up as a lobby display. Order Still LDH—Ex. 1.

FREE RADIO PLATTERS

In addition to the regular FREE radio spot platter a special platter offering a five-minute interview with Rex Harrison and Lilli Palmer with open end for playdate credits is also available. This is ideal for Hollywood commentators on local radio stations.

In addition the regular FREE nine-spot radio platter includes one one-minute, one 30-second and one 15-second spot narrated by the Star team. The remaining six spots are loaded with S-O-C-K box-office sell. To get these platters just state how you are going to use them in a letter to Exploitation Manager, Eagle Lion, 165 W. 46th St., New York 19, N.Y.

FOR ACTION HOUSES

If your situation lends itself to exploitation of the more sensational type here are some angles which can be profitably followed through.

Scene Mat 2C illustrated in the publicity section of this Press Book can be spotted inside a lobby shadow box. Copy above this box can read: "A thousand men saw her that night. Any one might have done THIS in 'The Long Dark Hall'."

The silhouette figure of the murderer standing over his victim which appears in the poster art can be adapted for lobby use. Spot a blowup of this figure in the lobby with red lights playing across it and the copy line: "He waits for women in 'The Long Dark Hall'."

Fact that the killer in "The Long Dark Hall" uses a knife to commit his crime can be tied in with the current drive to keep knives out of the hands of young people. This can be done by securing a bunch of knives from local police department and displaying them in lobby. Above display spot a copy card which reads: "These are the weapons of the killer who lurks in 'The Long Dark Hall.' Does your child have one? Make sure he gets rid of it before it's too late."



4 Col. Ad Mat 401—620 lines

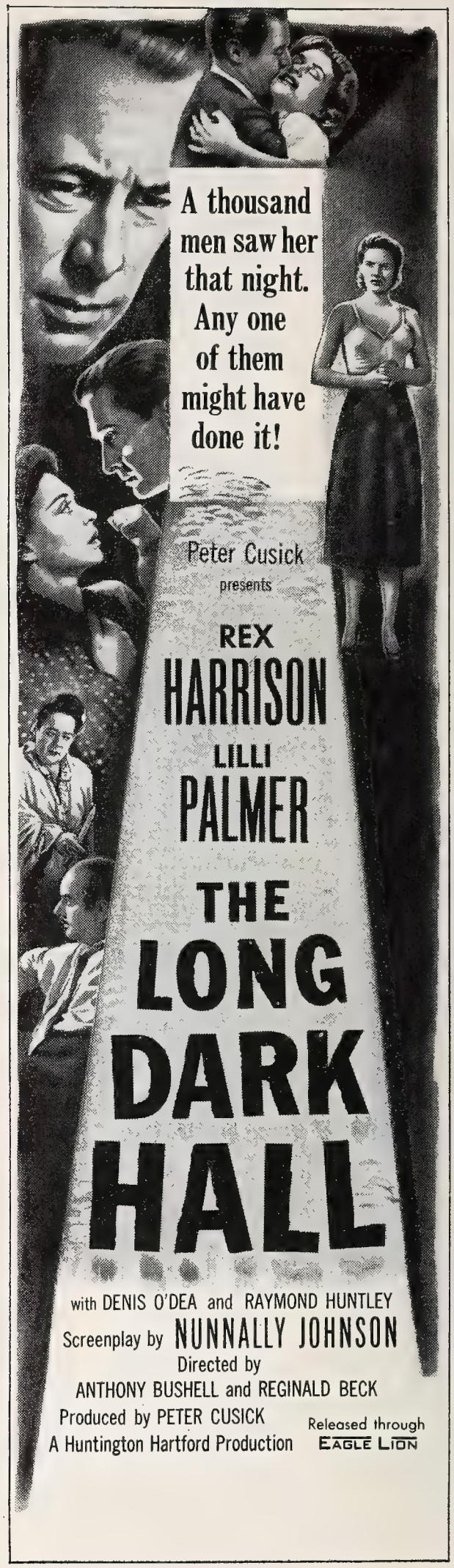
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3 Col. Ad Mat 303—396 lines

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2 Col. Ad Mat 205—392 lines



3 Col. Ad Mat 301—324 lines



3 Col. Ad Mat 302—240 lines

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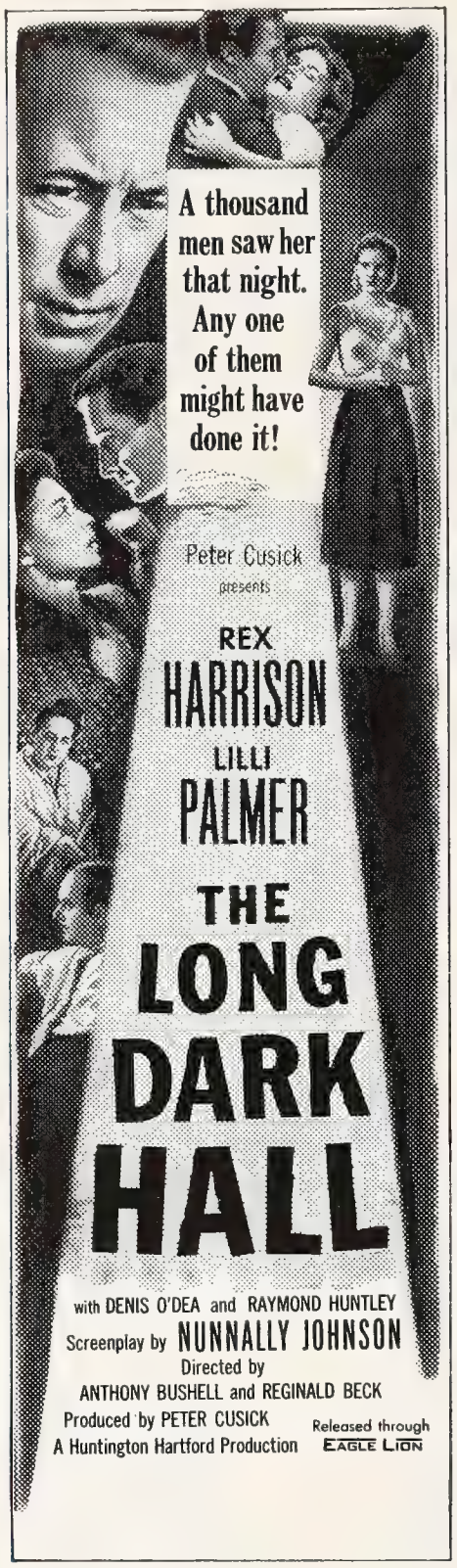
UTILITY MAT

This mat, which is shown IN ACTUAL SIZE, can be used for making your own ads, for lobby displays and for special heralds.

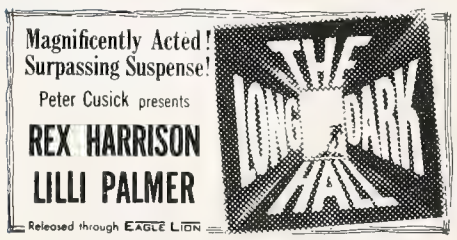
ORDER MAT 206



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1 Col. Ad Mat 105—98 lines



1 Col. Ad Mat 102—14 lines



2 Col. Ad Mat 201—196 lines



2 Col. Ad Mat 204—56 lines

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2 Col. Ad Mat 202—112 lines



2 Col. Ad Mat 203—28 lines



1 Col. Ad Mat 101—42 lines



1 Col. Ad Mat 103—28 lines

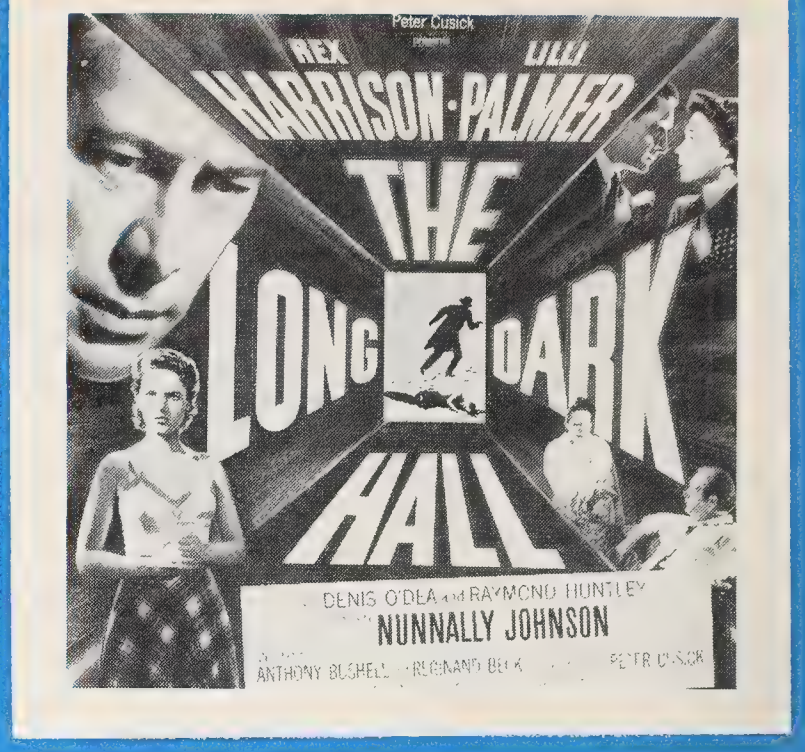


1 Col. Ad Mat 104—84 lines

POSTERS



THREE-SHEET

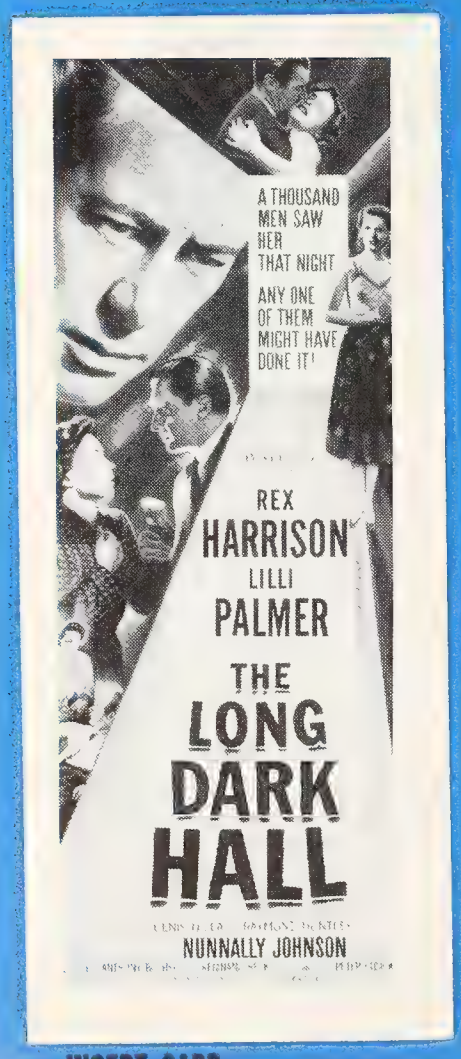


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ONE-SHEET

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INCLUDING SET OF EIGHT
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No More Televised Hearings: Kefauver

Washington, March 27.—Today's hearings of the Senate Crime Investigating Committee will be the last televised, according to Sen. Estes Kefauver, chairman. The rest of the hearings this week will be held behind closed doors, he said.

Kefauver has been opposed to continuing the committee beyond its termination on March 30, but Sen. Charles Tobey, also a member, has advocated an extension of its life.

Levy on TV

(*Continued from page* 1)

for production to be militant in their position that television is not a successor to, nor a substitute for, motion pictures in theatres, but rather is another form of amusement for the American public," Levy admonished.

Levy told the meeting he regretted that he was unable to report a lessening in the use of competitive bidding. "As I have said on many occasions, it is economically unsound and should be employed by distribution, if at all, in those rare instances where no other method of licensing pictures will avoid litigation. In all too many instances competitive bidding is being invoked for the purpose of obtaining increased film rental."

Comments on 'Pattern'

He added that the "pattern of distribution seems to be that a letter from an exhibitor asking for the privilege of negotiating for a desired run is the signal for throwing the area concerned into competitive bidding." He said that position was not "justifiable." The distributors "should rather be guided by the sound principle of law enunciated again by the court in the Windsor-Walbrook case that distributors are within their rights to select their customers if they are guided by 'ordinary business motives,'" said Levy.

The TOA attorney, reminding the meeting of TOA's efforts looking toward the establishment of a system of arbitration, said he was pleased to learn that Allied voted recently to explore the subject.

Switch from 'Good' to 'Greater' Showmanship Cited by Bamberger

OKLAHOMA CITY, March 27.—The convention here of the Theatre Owners of Oklahoma was reminded today in an address by Leon J. Bamberger, RKO Pictures sales promotion manager, that exhibitors who last year worked harder to sell their shows and theatres were able to surmount competition from other forms of entertainment.

"A large number of theatre owners," he said, "concluded that the competition they were facing from numerous other amusements made it imperative to turn on the heat and switch from good showmanship to greater showmanship."

WB's Harte Promoted

ALBANY, N. Y., March 27.—Karl Harte has been promoted from head booker to salesman for Warner Brothers in the Albany exchange district. He replaces Herb Gaines, transferred to Buafflo.

Scores Book

(*Continued from page* 1)

pected to have the feature on from 40 to 50 screens today and with other key city exchanges ordering from 20 to 30 prints each. With the laboratory here working around the clock, Peter Levathes, 20th-Fox short subject sales manager, declined to predict how many prints would eventually be made. He saw 500 as a minimum, with a higher figure possible if public interest in the hearings, now transferred to Washington, continues.

Levathes said rental terms on the feature are being negotiated for each booking.

Kefauver Witnesses Challenge Newsreel, TV, Radio Coverage

WASHINGTON, March 27.—A challenge to the right of newsreel cameras to take photographs at Congressional hearings was included in the protests against radio and television apparatus made by Monday night's witnesses before the Senate Crime Investigating Committee.

Last night Cleveland gamblers Lou Rothkopf and Morris Kleinman refused to testify before the committee so long as the television, radio and newsreel equipment was present. They said the equipment violated their individual privacy and invaded their constitutional rights. Most daily papers played up the refusal to be televised, omitting the fact that radio and newsreel rights were also at issue.

Meanwhile, Senator Wiley, a member of the crime committee, introduced a resolution to have the Senate Rules Committee make a thorough study of the problems "which have arisen or which might arise in connection with past or proposed televising, or motion picture or other photographing" of proceedings before Congressional committees.

'Laughs, Drama'

(*Continued from page* 1)

the Senate sub-group, opens the Movietone News film with a brief and effective description of the hearings' purpose. One of them is to "bring to the public information" concerning the operations of organized crime and its links with politics—and in this the theatres which show the feature will be playing an important part. At the end of the film Kefauver urges the theatre audiences to take steps against organized crime in their own cities.

From the total footage shot, said to have exceeded 100,000 feet, Louis Tetunic has skillfully compressed the highlights into 52 minutes. Dan Doherty's script, narrated by Joe King, provides the commentary needed to draw the questions and answers into a cohesive whole.

Star billing goes to the witnesses—Frank Costello, Ambassador William O'Dwyer, Miss Hill and others—but top performances are given by the investigators. Kefauver is calm; Sen. Charles Tobey philosophizes on the meanings of patriotism and citizenship (and clashes bitterly with O'Dwyer on his own campaign contributions) and chief counsel Rudolph Halley pursues his implacable questioning.

Against them is shown the evasive answers of the alleged underworld chiefs, the explosive replies of O'Dwyer and former Commissioner James J. Moran and the whole parade of witnesses, some reluctant, some willing. The whole Edmund Reek production is charged with excitement and tension made vivid by the immediacy of the newsreel format.

The last hearing scene is in Washington, with Jacob (Greasy Thumb) Guzik steadfastly refusing to answer a single query. He is a little, graying man, his eyes shielded by dark glasses. The committee orders him remanded to the custody of the Senate sergeant-at-arms and the final scene, with Guzik looking up at the man who is to put him away, has the classic Hollywood touch of just retribution. V. O'B.

Theatre Building Appeals Heavy

Washington, March 27.—National Production Authority is getting a seasonally high volume of appeals to build new theatres, NPA officials said.

Drive-in appeals continue especially heavy, it was said. Out of 100 appeals now pending to build all types of amusement structures, 18 are for new drive-ins and 15 are for new indoor theatres or to remodel such theatres. Officials said there has been no change in the standards for approving appeals.

Color Video Case Under Advisement

WASHINGTON, March 27.—The Supreme Court today took under advisement the so-called color television case.

The Court finished hearing four hours of argument on RCA's appeal from a Chicago three-judge court decision which upheld the Federal Communications Commission order approving CBS color. The Court will have to hand down its decision before it quits in June, but may actually hand it down much sooner—possibly by mid-April.

Nominating Group For ATS Named

David Hale Halpern, president of the American Television Society, has announced the nominating committee for officers and directors for the 1951-52 year.

They are: Halsey V. Barrett, Dumont Television Network, chairman; Will Baltin, Screen Gems; Norman Livingstone, WOR-TV; George Shupert, Paramount Film Productions; M. Charles Rohrabaugh, Rohrabaugh Reports; Warren Caro, Theatre Guild; Don McClure, McCann-Erickson. Elections will be held in May.

Ohio Drive-in Group Combats Tax Bill

COLUMBUS, O., March 27.—The taxation committee of the Ohio Drive-in Theatres Association appeared before the House Taxation Committee at a hearing today as part of its "aggressive" campaign against enactment of the proposed township trustees' admissions tax levy and the proposal to reinstate the state three per cent admission tax.

Members of the association's taxation committee are: Mrs. Ethel Miles, Columbus; Jack Armstrong, Bowling Green; and Horace Shock, Lima.

Coming Events

March 28—United Jewish Appeal executive committee of the amusement division meeting, Hotel Astor, New York.

March 28—Cinema Stamp Collectors meeting, Hotel Astor, New York.

March 28-29—Warner Brothers district managers meeting, home office.

March 29—Academy of Motion Picture Arts and Sciences 23rd annual presentation of awards, RKO Pantages Theatre, Hollywood.

April 4-6—Theatre Owners of America board of directors meeting, Hotel Mayflower, Washington.

April 5-6—National Board of Review of Motion Pictures annual conference, Hotel McAlpin, New York.

April 10—Industry dinner honoring Richard Walsh, IATSE president, 21 Club, New York.

April 10-11 — Allied-Independent Theatre Owners of Iowa-Nebraska annual convention, Savery Hotel, Des Moines.

April 11—Cinema Stamp Collectors meeting, Hotel Astor, New York.

April 17-18—Motion Picture Operators of the South annual meeting, Henry Grady Hotel, Atlanta.

April 19—Joint Defense Appeal of Greater New York, amusement division, industry-wide luncheon, Hotel Astor, New York.

Kodak Anticipates Sales Rise in 1951

Eastman Kodak expects rising sales, production, and employment in 1951; but because of higher taxes and costs, net earnings will probably be considerably lower in relation to sales.

Perley S. Wilcox, board chairman, and Thomas J. Hargrave, president, give this outlook in the Kodak annual report now being released to stockholders.

Kodak's net sales for 1950, as reported earlier, were $461,389,980. Consolidated net earnings were $61,858,957.

In the United States the company employed 46,400 persons at the year-end compared to 42,300 in 1949 and 49,000 in 1948, it was reported. EK production departments accounted for most of the increase. The number of people in the Rochester establishments rose about 10 percent—from 28,700 at the end of 1949 to 31,700 as 1950 closed.

General Precision Profit Increases

Net profit of General Precision Equipment Corp. for 1950 amounted to $871,899, after Federal income taxes of $720,000, compared with $456,485 after Federal taxes of $250,000 for 1949. This is equivalent to $1.45 per share in 1950, compared with 76 cents per share in 1949. Including a special credit item of $269,199 for adjustment to capital assets, the total profit for 1950 amounted to $1,141,098, or $1.90 per share.

Sales for the year were $27,072,360 compared with $26,711,926 for the year 1949.

Additional Metal Cuts Made by US

Washington, March 27.—The government today increased the amount of aluminum which producers must set aside for defense needs and took over complete allocation of molybdenum.

Effective April 1, the National Production Authority said, producers and fabricators of aluminum must set aside 15 per cent more aluminum than they now are required, and distributors and jobbers must set aside 20 per cent more. The allocation of molybdenum will start May 1, and will apply to anyone wishing to buy more than 200 pounds.

Raw Stock Licenses Being Issued Freely

WASHINGTON, March 27.—Exports of negative raw stock are being freely licensed to all destinations abroad except Honkong, U. S. Commerce Department officials said here today.

They stated this proved their original contention that the recent order requiring licenses for these shipments was not designed to cut down exports but merely to allow the Federal Government to keep an eye on how much is going where. Commerce officials said that as of the present they know of no plans on positive raw stock.

O'Hara MPA V-P

(*Continued from page* 1)

vice-presidents; Fred W. DuVall, treasurer; Sidney Schreiber, secretary, and Stanley Weber, assistant treasurer.

Among those attending yesterday's meeting, at which O'Hara presided, were: Barney Balaban, Theodore Black, William Clark, Earle Hammons, Austin Keough, W. C. Michel, Edward Morey, J. J. O'Connor, J. Robert Rubin, Abe Schneider and Sam Schneider, Breen, McCarthy, DuVall and Schreiber.

MPAA Tightens Code

(*Continued from page* 1)

drug traffic must never be presented."

In September, 1946, the MPA board adopted an amendment which stated: "The illegal drug traffic must not be portrayed in such a way as to stimulate curiosity concerning the use of, or traffic in, such drugs; nor shall scenes be approved which show the use of illegal drugs, or their effects, in detail."

The amendment opening the Code to the production of narcotics films was adopted at the behest of Columbia Pictures which produced "To the Ends of the Earth," a film extolling the work of the Federal Narcotics Bureau. As such it had the support of H. J. Anslinger, Federal Narcotics Commissioner. The Code amendment made possible several other productions dealing with narcotics subjects, as MOTION PICTURE DAILY and *Motion Picture Herald* predicted it would in editorially criticizing the 1946 amendment.

With drug traffic and drug addiction, particularly among the young, now recognized as one of the nation's most dangerous problems, Anslinger reportedly asked that the amendment he had previously supported be repealed. In an interview with MOTION PICTURE DAILY several years ago he expressed the fear that "half-baked producers" would take advantage of the Code amendment and related an instance of a dope film having been exhibited in Minneapolis which depicted a marijuana party. Youngsters who saw it, he said, immediately went out on a hunt for marijuana for a party of their own.

The Code regulation pertaining to suicide which reads: "Suicide, as a solution to problems occurring in the development of screen drama, is to be discouraged as morally questionable and as bad theatre—unless absolutely necessary for the development of the plot," was strengthened by adding "It should never be justified or glorified, or used to defeat the due procceses of law."

The regulation which provides: "There must be no scene at any time showing law-enforcing officers dying at the hands of criminals" was supplemented by the clause, "unless such scenes are absolutely necessary to the development of the plot."

To the subjects proscribed in the Production Code as being improper for commercial screen dramatization, the MPA board added those dealing with abortion. While subjects on abortion have never in effect been approved by the Production Code administrator, no specific reference to films of that character had been contained in the Code previously.

The amended regulation now reads: "Abortion, sex hygiene and venereal diseases are not proper subjects for theatrical motion pictures."

Hit Code Changes

(*Continued from page* 1)

the MPAA board's 1946 action, reminded editorially: "Experts on the subject of drugs have counseled the industry that the visual power of the screen to suggest to the susceptible and the adventuresome is so great that any treatment of the subject, under any excuse or pretense, is dangerous in the extreme.". . . "The amendment constitutes a grave mistake."

The MPAA action in 1946 brought this editorial comment in *Motion Picture Herald*: "There is no immediate evidence of an artistic necessity or public demand for an excursion into the deliriums of drug addiction by the screen. The motion picture for more than a decade has been enjoying an extraordinary prosperity under self-imposed regulations of decency, including the anti-narcotics provision. It has no excuse of the desperations and hunger which drove it to give-aways, lotteries, double bill abuses and experiments in the Mae West category of appeal."

In the issue of the *Herald* containing that editorial were published 10 letters from prominent exhibitors and exhibitor leaders sharply criticizing the Code amendment "which opens the door to themes dealing with narcotics and illegal drug traffic." A. H. Blank, president of Tri-States Theatre Corp., termed the Code change "an indictment of our industry." Similar objection was recorded by J. J. Fitzgibbons, president of Famous Players Canadian Corp.; E. C. Rhoden, president of Fox Midwest; Abram F. Myers, board chairman and general counsel of Allied States Association; Jack Kirsch, then Allied president; Harry C. Arthur, Jr., president of Fanchon & Marco; Mack Jackson, president of Southeastern Theatre Owners Association, and others.

'Tribune' Host to AMPA

The *New York Herald Tribune* was host yesterday to members of the Associated Motion Picture Advertisers at a reception and tour of the newspaper plant.

'Yank' Opens Saturday

"A Yank in Korea," Columbia, will have its New York premiere at the Globe Theatre on Saturday.

MPAA Committees Set for 1951-52

Appointments to Motion Picture Association of America standing committees made at yesterday's annual MPPA board meeting here included the following to the executive committee; Barney Balaban, Paramount; Nate J. Blumberg, Universal; Steve Broidy, Allied Artists; Jack Cohn, Columbia; Ned E. Depinet, RKO; Nicholas M. Schenck, Loew's; Samuel Schneider, Warner Brothers; Spyros P. Skouras, 20th Century-Fox; Herbert J. Yates, Republic.

Named chairmen to other committees were F. W. DuVall, finance; Cohn, membership; Blumberg, public relations; S. Barret McCormick, advertising and publicity directors and the Advertising Advisory Council; Morris Ebenstein, copyright law; Depinet, exhibitor and community relations; Roger C. Clement, foreign legal advisory; Austin C. Keough, law; John G. McCarthy, international division; Ben Kalmenson, national distributors; Edmund Reek, newsreel; Paul Raibourn, research; John J. O'Connor, solicitations; Albert S. Howson, titles; Leopold Friedman and Ralph Cohn, television.

Stevens-Para. to Part

HOLLYWOOD, March 27.—Paramount tonight announced the termination of George Stevens' producer-director contract, by mutual agreement, effective on the completion of his forthcoming production, "Shane." Stevens was among the producers and executives who went to Paramount when the studio absorbed Liberty Productions.

Ascap 1950 Report

(*Continued from page* 1)

as due chiefly to legal fees and costs.

Some $9,022,390 was distributed to Ascap members during 1950. During 1949 the total distribution was $8,056,011.

Yesterday's business session and the banquet which followed at the same hotel in the evening were presided over by Otto Harbach, Ascap president. It was noted by Saul Bourne, chairman of the Society's executive committee, in his business meeting address that negotiations between Ascap and Hollywood producers looking to a settlement of fees for use of music in films "are progressing."

Total active membership in Ascap was reported yesterday as 2,653. Non-participating members number 141.

Court Orders

(*Continued from page* 1)

compromise, holding that nothing in the RKO consent decree provided that he must do more than trustee the stock.

Whether Hughes will appeal or not is not known, as Slack was not present when the order, signed by Federal Judges Hand, Goddard and Coxe, was handed down yesterday, as he was ill with influenza. Other Hughes' spokesmen were not available here last night.

20th-Fox Decree

(*Continued from page* 1)

20th-Fox deadline is April 3. Stipulations will probably be presented to the court during the next week extending both deadlines.

SHERIFF'S SALE

BY VIRTUE OF AN EXECUTION issued out of the City Court, New York County, in favor of H. E. R. LABORATORIES, INC. against STRACKER FILM PRODUCTIONS, INC. to me directed, I will sell at PUBLIC AUCTION for CASH ONLY, DAVID STRAUSS & CO., auctioneer, THURS., MARCH 29, 10:30 A.M., AT 203 W. 146 (BONDED FILM STORAGE CO.), N. Y. C., all the right, title and interest as provided by law STRACKER FILM PRODUCTIONS, INC. had on the 8th day of March, 1951 and/or at any time thereafter in and to the following property:

Motion Pict. Sound Films

MEXICO, track neg. ch. 1, 2 & 3 (2 reels ea.), main & end titles, 1 can ea.; pict. neg. ch. 1, 2 & 3 (2 reels ea.), main & end tit., 1 can ea.; 2 prints—2 reels each; LOST GODS, track & pict. negs., Fr., 5 reels ea.; 5 reels positive (Fr. vers.); LOST GODS, track neg.—reel 2 and 3 ea. on 2—7 reels; pict. neg.—reel 3 on 2—6 reels; main & end tit.—2 cans ea.; BLIZZARD ON THE EQUATOR, track & pict. negs., 3 reels ea.; 3 reels dupe negative; WILD MEN OF KALAHARI, track neg.—5 reels, main & end tit., 1 can ea.; CULTURE OF THE PAST, track & pict. negs., 1 reel ea.; main & end tit., 2 cans ea.; ANIMAL CAMOUFLAGE, pict. neg.—2 reels; main & end tit., 2 cans ea.; ALASKAN SYMPHONY, 2 main & end tit.—1 can ea.; BREAK UP, track & pict. negs., reel #1 on 2, 6 reels each; ENGINEER BEAVER, track & pict. negs.; 1 reel ea., main & end tit., 2 cans ea.; MONKEY FACES, track & pict. negs., 1 can ea., main & end tit., 2 cans ea.; HELL BELOW ZERO, 3 reels lavender pos.; MANCHURIA, 2 reels pos.; UNDERSEA LIFE, 1 reel pos.; TIME FORGOTTEN VILLAGE, 1 reel pos.; ANIMAL WORLD, 1 reel pos.; BIRD ISLAND OF VERCI, 2 reels pos.; BOTTOM OF THE WORLD, 4 reels pos.; HUNGARIAN CROWN, 2 reels pic. neg.; 1 double tin track cuts & SZMERE EN—3 rolls.

JOHN J. McCLOSKEY, CITY SHERIFF;
H. WILLIAM KEHL, Under Sheriff;
HOWARD J. WALSH, Deputy Sheriff.

Major Studios, 'IA' To Meet Tomorrow

HOLLYWOOD, March 27.—Representatives of IATSE studio locals will meet Thursday afternoon with major studio labor officials to seek the privilege of individual option on acceptance of the ten cent hourly wage increase offered a month ago by majors on a so-called "all-or-none basis."

Original conferences on a wage increase bogged down when the locals failed to achieve unanimity with respect to studios' stipulation that the contract reopening date be postponed two years beyond next October if the proffered increase is accepted now.

Urges Support of 'Will Rogers Drive'

ALBANY, N. Y., March 27.—Urging industry-wide support of the five-year drive to raise $5,000,000 for the Will Rogers Hospital, at Saranac Lake, Nicholas John Matsoukas, campaign director, last night told the Variety Club here he hoped the $65,000 collected in the Christmas Scroll Salute would be "doubled or tripled."

Saul J. Ullman, upstate general manager of Fabian Theatres, was elected permanent exhibitor chairman for the district; Charles L. Dortic, Columbia manager, distributor chairman.

'Tide' at Children's Fete

"The Magnetic Tide," filmed in Israel by Mrs. Murray Silverstone, will be previewed as a feature of the first annual dinner of the Greater New York division of Children to Palestine to be held at the Astor Hotel here on April 4.

Representing the motion picture industry at the dinner will be Mary Pickford and Spyros P. Skouras, president of 20th Century-Fox.

Ohio ITO Breakfast

COLUMBUS, March 27.—The Independent Theatre Owners of Ohio will hold a biennial legislative breakfast tomorrow morning at Frecker's.



Business Is Bright On the West Coast

Hollywood, March 27.—First-run business here responded sharply to the Easter influence, with "Royal Wedding" running about 20 per cent over average at the Egyptian and Loew's State, and "Lullaby of Broadway" doing likewise at three Warner showcases. "The Bird of Paradise," opening in five FWC houses, was beating the recent average comfortably as the post-Easter Week got rolling.

Services Tomorrow For John Truitt

KANSAS CITY, Mo., March 27.—Funeral services will be held here Thursday at the McGilley Funeral Home for John F. Truitt, 68, manager since 1935 of the Electric Theatre, Kansas City, Kan. He died Monday at his home.

Starting as an usher, Truitt later became a theatre operator and then went to Los Angeles where he was an assistant producer. In 1928 he returned to Kansas City to lease and manage theatres. He is survived by the widow.

Benjamin Blotcky, Paramount Manager

Benjamin R. Blotcky, Paramount's Minneapolis branch manager, died suddenly on Monday at the age of 58, the home office reported here yesterday. Surviving are the widow, Frances, a son, Robert, and a daughter, Geraldine.

A member of the Paramount organization for 29 years, Blotcky joined the company in 1922 as a salesman at Minneapolis.

James H. Kaylor, 36

INDIANAPOLIS, March 27.—James H. Kaylor, 36, Republic film salesman here, died in Reid Memorial Hospital, Richmond, of injuries suffered in an automobile accident. Surviving is the widow, Mrs. Ruth E. Kaylor, who is with Affiliated Theatres.

Leo Devaney

(*Continued from page* 1)

The funeral will be held in Toronto on Friday.

Devaney during his long career served in publicity, theatres and distribution, starting with Shea Theatres of Buffalo and Toronto in 1912. Later he was with Fox Films and Universal in sales as branch and district manager. In 1928 he was brought into New York as assistant Eastern division sales manager for Universal under Lou Metzger, general manager. In 1929 he became general manager in charge of RKO Theatres in Canada, which was affiliated with Famous Players, and in 1932 he was transferred to the post of distribution manager.

Devaney is survived by Mary Campbell Devaney, his widow; Mrs. Katharine Devaney, Toronto, his mother; a son, Murry L. Devaney, RKO Pictures branch manager at Detroit; a son, John F., of Cleveland; a daughter, Margaret (Mrs. Leo Gosset) of Toronto; two brothers Harold and Albert of Toronto, and three sisters.

Goldstein to Open Mono. Meet Here

Morey Goldstein, Monogram general sales manager, will preside at an Eastern regional sales meeting to be held at the Warwick Hotel, New York, April 6-7. Monogram president Steve Broidy and vice-president Harold J. Mirisch will arrive in New York April 2 from Hollywood and will address the meeting on the morning of April 7.

The home office will be represented by Edward Morey, Lloyd Lind, John J. Dervin, L. E. Goldhammer, Nate Furst and Manny Goodman. Western sales manager Harold Wirthwein and Southern sales manager James Prichard are due in on April 4 for pre-meeting conferences with Goldstein.

Highlight of the meeting will be a discussion of the sales and merchandising plans for the new Allied Artists picture, "I Was an American Spy." The general discussion will center upon current sales and liquidation.

Name Flinn

(*Continued from page* 1)

assistant to Flinn, and will also continue to function as advertising manager as in the past. Robert J. Rhodes, a member of the publicity staff for four years, will take over the publicity manager position vacated by Flinn.

Flinn joined Lifton as his assistant and publicity manager five years ago, being chosen by Lifton from a large number of applicants on the basis of his outstanding record with Warner Brothers. Flinn's previous experience included three years in David O. Selznick's organization. The goodwill of the press earned during these years quickly rebounded to Monograms' benefit when Flinn joined the company and Lifton promptly gave tacit indication of his appreciation by linking Flinn's name with his own in signatures on all press communications.

Flinn is the son of the late John C. Flinn, pioneer motion picture publicist, corporation executive, and trade and magazine writer, who died in 1946 while serving as executive secretary of the Society of Independent Motion Picture Producers. He was educated at UCLA and is a World War Two veteran.

Name Lessing U. S. Delagate to UNESCO

HOLLYWOOD, March 27.—Edward W. Barrett, assistant secretary of state for public affairs, today notified Gunther Lessing, chairman of the Society of Independent Motion Picture Producers board of directors and vice-president and general counsel of Walt Disney Productions, that he has been appointed to the U. S. national commission for UNESCO. Lessing will attend the commission's fifth annual meeting in Washington in May.

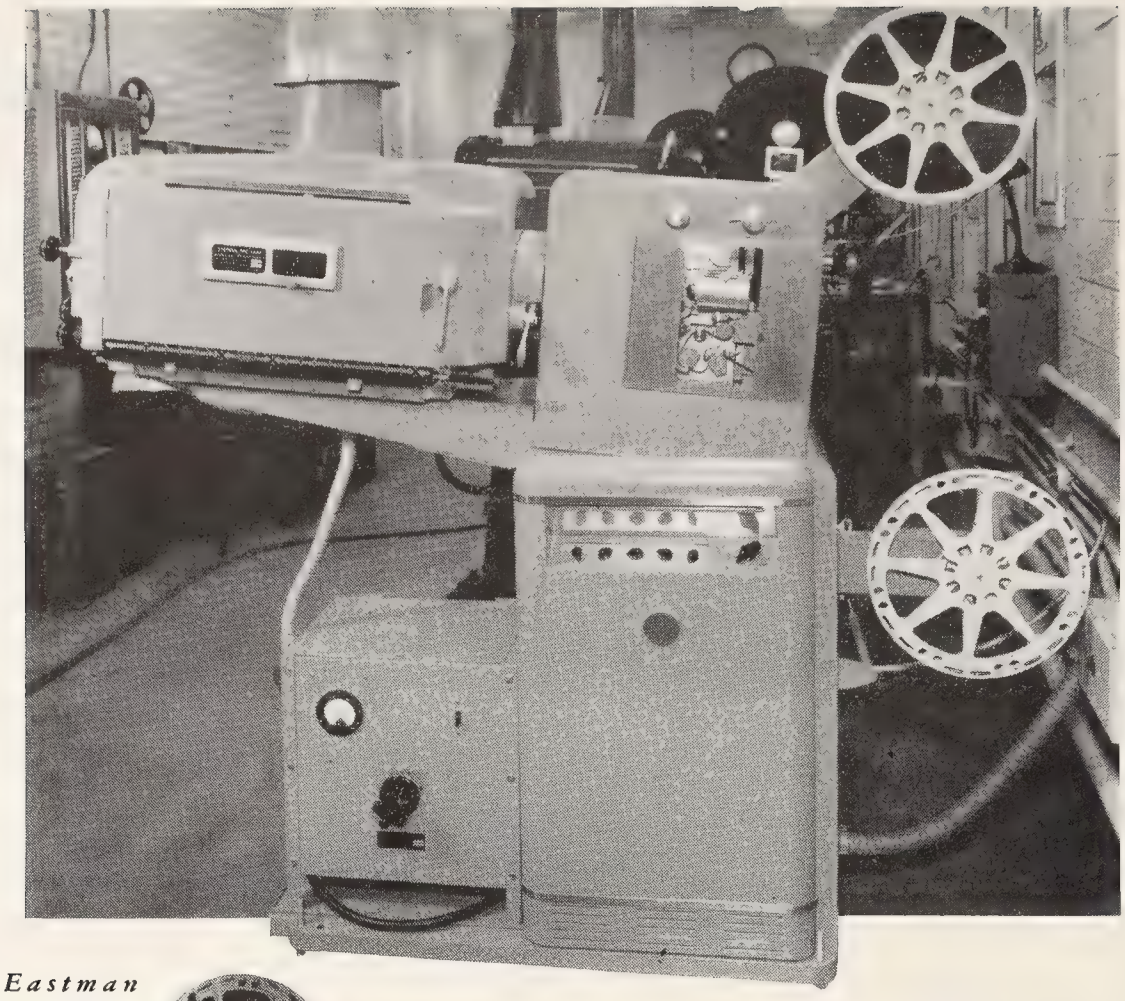
Five More Raise Prices

CLEVELAND, March 27.—Five deluxe first-run neighborhood houses have boosted prices five cents, to 55 cents. They are the Colony, Vogue, Fairmount, Mayland and Richmond. The Shaker will go to 55 cents next week.

CLEVELAND, March 27.—The Herbert Ochs-operated drive-in theatres, all located in Canada, are raising admissions right across the board from last season's 50 cents to 60.

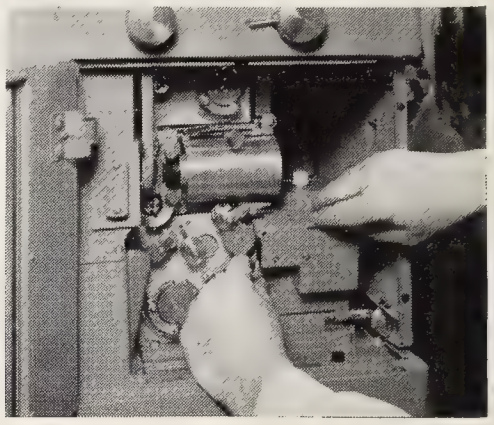
RKO RADIO PICTURES Inc.
TRADE SHOWINGS of
Winchester Pictures Corp.
Presentation of
HOWARD HAWKS'
"THE THING from Another World"

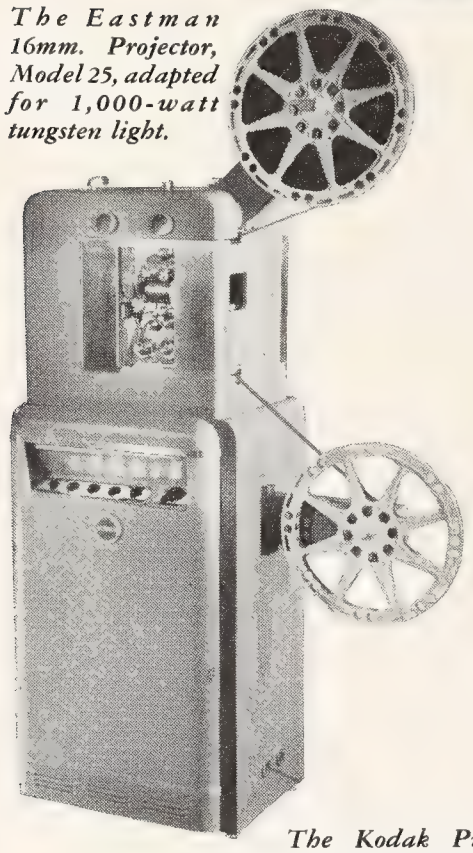
ALBANY			
Fox Scr. Rm. 1052 Broadway	Tues. 4/3	8:00 P.M.	
ATLANTA			
RKO Scr. Rm. 195 Luckie St. N.W.	Tues. 4/3	2:30 P.M.	
BOSTON			
RKO Scr. Rm. 122-28 Arlington St.	Tues. 4/3	10:30 A.M.	
BUFFALO			
Mo. Pic. Oper. Scr. Rm. 498 Pearl St.	Tues. 4/3	2:30 P.M.	
CHARLOTTE			
Fox Scr. Rm. 308 S. Church St.	Tues. 4/3	2:00 P.M.	
CHICAGO			
RKO Scr. Rm. 1300 S. Wabash Ave.	Tues. 4/3	2:00 P.M.	
CINCINNATI			
RKO Scr. Rm. 12 East 6th St.	Tues. 4/3	8:00 P.M.	
CLEVELAND			
Fox Scr. Rm. 2219 Payne Ave.	Tues. 4/3	2:30 P.M.	
DALLAS			
Paramount Scr. Rm. 412 S. Harwood St.	Tues. 4/3	2:30 P.M.	
DENVER			
Paramount Scr. Rm. 2100 Stout St.	Tues. 4/3	2:00 P.M.	
DES MOINES			
Paramount Scr. Rm. 1125 High St.	Tues. 4/3	1:00 P.M.	
DETROIT			
Bumenthals Scr. Rm. 2310 Cass Ave.	Tues. 4/3	2:30 P.M.	
INDIANAPOLIS			
Fox Scr. Rm. 326 N. Illinois St.	Tues. 4/3	1:00 P.M.	
KANSAS CITY			
Paramount Scr. Rm. 1800 Wyandotte St.	Tues. 4/3	10:30 A.M.	
LOS ANGELES			
RKO Scr. Rm. 1980 S. Vermont Ave.	Tues. 4/3	2:00 P.M.	
MEMPHIS			
Fox Scr. Rm. 151 Vance Ave.	Tues 4/3	2:00 P.M.	
MILWAUKEE			
Warner Scr. Rm. 212 W. Wisconsin Ave.	Tues. 4/3	2:00 P.M.	
MINNEAPOLIS			
Fox Scr. Rm. 1015 Currie Ave.	Tues. 4/3	2:00 P.M.	
NEW HAVEN			
Fox Scr. Rm. 40 Whiting St.	Tues. 4/3	2:00 P.M.	
NEW ORLEANS			
Fox Scr. Rm. 200 S. Liberty St.	Tues. 4/3	10:30 A.M.	
NEW YORK			
RKO Scr. Rm. 1270 Sixth Ave. Preview Rm. B—7th fl.	Tues. 4/3	2:30 P.M.	
OKLAHOMA			
Fox Scr. Rm. 10 North Lee St.	Tues. 4/3	10:30 A.M.	
OMAHA			
Fox Scr. Rm. 1502 Davenport St.	Tues. 4/3	1:00 P.M.	
PHILADELPHIA			
RKO Scr. Rm. 250 N. 13th St.	Tues. 4/3	2:30 P.M.	
PITTSBURGH			
RKO Scr. Rm. 1809-13 Blvd. of Allies	Tues. 4/3	1:30 P.M.	
PORTLAND			
Star Scr. Rm. 925 N.W. 19th Ave.	Tues. 4/3	2:00 P.M.	
ST. LOUIS			
RKO Scr. Rm. 3143 Oive St.	Tues. 4/3	2:30 P.M.	
SALT LAKE CITY			
Fox Scr. Rm. 216 East 1st St. South	Tues. 4/3	1:30 P.M.	
SAN FRANCISCO			
RKO Scr. Rm. 251 Hyde St.	Tues. 4/3	2:00 P.M.	
SEATTLE			
Jewel Box Scr. Rm. 2318 2nd Ave.	Tues. 4/3	2:00 P.M.	
SIOUX FALLS			
Hollywood Thea. 212 N. Philips Ave.	Tues. 4/3	10:00 A.M.	
WASHINGTON			
Film Center Scr. Rm. 932 New Jersey Ave.	Tues. 4/3	2:30 P.M.	



Left, the Eastman 16mm. Projector, Model 25, brings 16mm. projection to the professional level. Shown here, adapted for arc illumination, permanently installed alongside 35mm. equipment.

Below, working parts of the film movement mechanism are in constant view of the operator . . . readily accessible for threading and cleaning.





The Eastman 16mm. Projector, Model 25, adapted for 1,000-watt tungsten light.

For Professional Quality Sound Projection from 16mm. Film

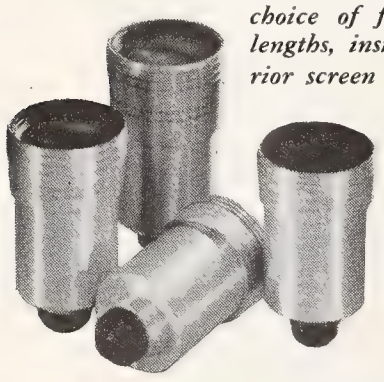
The Eastman 16mm. Projector, Model 25

This projection instrument—built to a new design concept—eliminates the three major obstacles to theatrical quality 16mm. sound projection . . . excessive wear and high maintenance cost; low signal-to-noise ratio; and excessive flutter.

A major cause of excessive wear and poor quality sound is the constant transfer of shock forces generated in the film pulldown mechanism to other parts of the system. In the Eastman 16mm. Projector, Model 25, the intermittent (film advance mechanism) is completely isolated and independently driven by its own 1440 r.p.m. synchronous motor. Thus, shock forces are sealed off from the rest of the instrument. The sprocket-shutter system is driven by its own 1800 r.p.m. synchronous motor. Exact phasing between the two systems is accomplished by specially designed synchro-mesh gears. In addition, the take-up spindle, rewind spindle, and blower are driven by separate motors.

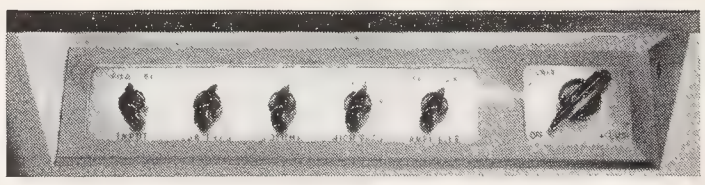
A highly corrected microscope objective, adjustable for optimum sound quality from any type of 16mm. sound film, permits reproduction of variable area or variable density 16mm. sound tracks at extremely low distortion and a maximum signal-to-noise ratio.

To get the best out of any 16mm. sound film, project it on an Eastman 16mm. Projector, Model 25. For information on installation, availability, and prices, write directly to the Motion Picture Film Department, Eastman Kodak Company, Rochester 4, N. Y., or any branch office.



The Kodak Projection Ektar Lens, in a choice of four focal lengths, insures superior screen image.

Motion Picture Film Department, Eastman Kodak Company, Rochester 4, N. Y.



East Coast Division
342 Madison Avenue
New York 17, N. Y.

Midwest Division
137 North Wabash Avenue
Chicago 2, Illinois

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, California

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 69. NO. 61 NEW YORK, U. S. A., THURSDAY, MARCH 29, 1951 TEN CENTS

Says Odds Are Against Film Price Control

Industry Exemptions Get Perfunctory Study

WASHINGTON, March 28. — The odds are against the Administration asking Congress to bring film rentals and theatre admission prices under government price control, it is indicated here.

The present price control law exempts film rentals and theatre admissions, along with a long list of other items. This law expires on June 30, and the Office of Price Stabilization is now getting ready recommendations to send to Congress to tighten the present law. Price control officials say that they are studying the exemption of film rentals and admissions and other exemptions, but that they doubt they will ask for authority in this field.

"All exemptions are being considered," one official said, "but these exemptions in the film field have so

(*Continued on page 6*)

To Formulate Projector Aids

CLEVELAND, March 28.—New recommendations for the maintenance and installation of projection room equipment will be drawn up by a new Society of Motion Picture and Television Engineers committee headed by M. D. O'Brien, assistant director of projection and sound for Loew's Theatres.

Other members of the committee

(*Continued on page 4*)

Oklahoma Owners Reelect Loewenstein

OKLAHOMA CITY, March 28.—Morris Loewenstein has been reelected president of the Theatre Owners of Oklahoma. At one of the final sessions of the organization's annual convention, other officers were elected as follows: C. B. Akers, reelected first vice-president; Glenn Thompson, Oklahoma City, elected second vice-president; Ralph Talbot, Tulsa, re-

(*Continued on page 4*)

'More Even Flow' of Top Product Sought by TOA

Biggest Easter Week in Music Hall's History

(*See Illustration on Page 6*)

With from 10 to 12 thousand persons queued up yesterday in a six-block long line, Radio City Music Hall is having the biggest Easter week gross in the theatre's history.

Week-day grosses of $23,000 represent capacity for the 6,200 seat showcase and the third week gross of $170,000 has been exceeded only during New Year's week, when higher prices and special shows make a greater total possible.

Other Broadway houses doing near-record business are the Paramount,

(*Continued on page 6*)

The Theatre Owners of America board meeting in Washington on April 4 will serve to launch a TOA campaign to persuade distributors to establish a "more even flow" throughout the year of top-grade product.

Gael Sullivan, TOA executive director, disclosed this here yesterday with the explanation that film companies appear to follow a policy of putting pictures of special worth into release during particular seasons such as Christmastime and Easter.

By holding back many top-grade pictures for release at particular times of the year, distributors fail to keep the market provided with quality product at a consistent level, Sullivan said.

In listing the topics which have been placed on the agenda for the TOA board meeting, Sullivan said a discussion of arbitration plans and possibilities will have a special niche and will be held apart from the general run of meeting business.

Other items of discussion will be plans for the TOA annual convention

(*Continued on page 6*)

U. S. Ticket Tax Take Up

WASHINGTON, March 28.—General admission tax collections in February, reflecting January box-office business, were up over February 1950, the Bureau of Internal Revenue reported here today.

Collections in February amounted to $22,962,436, compared with $21,431,143 a year earlier. These collections

(*Continued on page 7*)

E L C 'A' Film Monthly

Eagle Lion Classics has wound up its series of regional sales meetings here on "a note of optimism for the future of the company." William C. MacMillen, Jr., president and B. G. Kranze, vice-president in charge of distribution, told the various division, district and branch managers who attended the meetings in the ELC home

(*Continued on page 6*)

It's Hollywood's Night Tonight—Academy Awards

HOLLYWOOD, March 28.—With ballots in the Academy of Motion Picture Arts and Sciences' 23rd annual awards voting counted and sequestered by Price, Waterhouse and Co., certified public accountants, who will reveal winners in 29 categories on the stage of the Pantages Theatre here tomorrow night, the Academy's 24-member board of directors went into secret session tonight to vote on the Irving Thalberg Memorial Award and other special awards over which they have executive discretion.

The Thalberg Award and what-

(*Continued on page 7*)

Industry Turnout For UJA on May 3

Plans for an industry luncheon on May 3 in behalf of the United Jewish Appeal were advanced here yesterday at a "kick-off" luncheon-meeting of the UJA's amusement division at the Hotel Astor. It was stressed that there would be no solicitation of funds at the "pep-up" affair, to be held at the Hotel Astor.

Samuel Rosen, campaign co-chair-

(*Continued on page 7*)

Slate Depinet Compo Appeal At TOA Meet

Agrees to Present Case To Regional 'Holdouts'

Ned E. Depinet, president of the Council of Motion Picture Organizations, agreed yesterday to attend the Theatre Owners of America board meeting in Washington on April 4 to answer objections to the all-industry agency which are expected to be voiced by as many as 19 TOA regionals. TOA is made up of 28 regionals.

It was during a long-distance telephone call yesterday between Depinet in Phoenix, Ariz., and Gael Sullivan, TOA executive director, in New York, that the COMPO president indicated his willingness to endeavor once more to "sell" the Council to wary TOA regionals.

Sullivan put through the call to Depinet under the conviction that only an appeal by the president of COMPO would have the impact necessary to

(*Continued on page 7*)

SAG vs. TVA Election Set

WASHINGTON, March 28.—The National Labor Relations Board has upheld the Screen Actors Guild's position in the latter's attempts to prevent Television Authority's invasion of the motion picture field, and has ordered the holding on the West Coast within 30 days of an election among some 6,000 actors to determine which of the two unions shall have

(*Continued on page 4*)

$616,550 Kravetz Suit Filed vs. UA

Meyer Boskey, attorney for Max Kravetz, former secretary of United Artists, has filed in New York Supreme Court an action seeking a total of $616,550 in claimed damages, remuneration and expenses from Mary Pickford, Charles Chaplin, and the company.

The suit, arising out of Kravetz' dismissal as secretary and the take-

(*Continued on page 4*)

Para. Aims 'Trio' For Small Towns

A sales campaign specifically directed at small town situations throughout the country has been set up by Paramount for its release, "Trio."

Heretofore, the playing time of so-called "art" pictures such as "Trio" has been restricted generally to large cities and a particular kind of theatre. The aim of the new campaign, according to A. W. Schwalberg, president of Paramount Film Distributing Corp., is to reach the general audience in every town at the theatre they regularly attend.

The first such playdate was at the Miami Western Theatre in Oxford, Ohio, (pop. 2,756). Schwalberg said, the exhibitor there used the new ad approach which is the basis of the campaign and which other small town exhibitors will be urged to duplicate.

Four More State Legislatures Quit

WASHINGTON, March 28.—Four more state legislatures have adjourned, according to Jack Bryson, Motion Picture Association of America legislative representative.

The four are: Colorado, Nevada, Kentucky and Washington. The only development of interest to the industry occurred in Washington, where bills were passed to limit to five per cent the size of the admission tax that can be levied by cities, towns and counties. So far, 15 state legislatures have adjourned, and five more are slated to quit by April 1, Bryson said.

Decision on Plan For Controls Due

WASHINGTON, March 28.—Defense Mobilizer Charles E. Wilson said the Administration will decide this week whether or not the so-called "Controlled Materials Plan" should start on July 1.

He made it plain that there still is considerable doubt whether the CMP plan will be given a green light so long as the emergency does not become much worse.

More Drive-ins Open in Chicago

CHICAGO, March 28.—Two more Chicago area outdoor theatres will open Friday, the Skyhi Drive-in on Roosevelt and Butterfield near Elmhurst, and the Double Drive-in at 74th and Western.

Yesterday, Essaness announced the Friday opening of its North Avenue Drive-in.

Opening of these three will make a total of seven now in operation in the Chicago area. All will play the first or second week of subsequent-run.

Another Fabian Drive-in

ALBANY, N. Y., March 28.—Fabian Theatres has leased the Autovision, East Greenbush, N. Y., from Neil Hellman, it was disclosed here. Hellman bought the drive-in from David Willig last January.

Personal Mention

JOSEPH I. BREEN, Production Code Administrator, has returned to the Coast from New York.

•

PVT. WILLIAM DOUGHERTY, formerly manager of Lockwood-Gordon-Rosen's Plaza at Windsor, Conn., has been assigned as a projectionist with a film unit of the Connecticut Air National Guard.

•

TOM HANNON, son of FRANK HANNON who is Warner's branch manager at Omaha, is home for a brief stay after completing "boot"-training in the Marines.

•

IKE KATZ, president of the Kay Exchange headquarters in Atlanta, has returned there after a tour of New Orleans, Charlotte and Memphis branches.

•

LOU ROGOW of the Pike Drive-in, Newington, Conn., and MRS. ROGOW have returned to their Hartford home from Miami.

•

HERMAN RHODES, general manager of Dixie Drive-in Theatres, is back at his Atlanta office after a tour of the circuit's operations.

•

P. T. DANA, Universal's Eastern sales manager, is due to return here today from Washington.

•

BEN GOETZ, managing director of M-G-M British Studios, Ltd., has left here for England.

•

SIDNEY KRAMER, RKO Pictures short subjects sales manager, left here yesterday for Dallas and Memphis.

•

GROVER PARSONS, Atlanta branch manager of Eagle Lion Classics, has returned to Atlanta from New York.

ALFRED E. DAFF, Universal Pictures' director of world sales, CHARLES J. FELDMAN, domestic sales manager, and MAURICE A. BERGMAN, home office executive, will leave here tonight for Chicago and Indianapolis.

•

JOE SHULMAN of Shulman Theatres, Hartford, and MRS. SHULMAN are due to leave here by the end of the week for a month's vacation trip to Europe.

•

ARTHUR LUBIN, Hollywood director, is due in New York about April 6 en route to Europe for a vacation and to scout locations for his next production.

•

JOHNNY CASSIDY, RKO Theatres home office publicist, is the producer of the "Irish Memories Revue" which is now playing RKO theatres in this area.

•

CHARLES SIMONELLI, Universal executive in charge of national exploitation, who is due here on Monday from the Coast, stopped off in Chicago.

•

TIM WHELAN pinch-hitted last night for Ezra Stone as producer-director of the Danny Thomas NBC television show.

•

JOE SUGAR, assistant to BERNARD G. KRANZE, Eagle Lion Classics distribution vice-president, left here yesterday for Charlotte and Memphis.

•

NELSON TOWLER, branch manager of Lippert's Atlanta branch, was host to his sales force at a luncheon at the Atlanta Variety Club.

•

PHILIP GERARD, Universal's Eastern publicity manager, is due to return here today from the Coast.

Post Office Tieup For 'Appointment'

In a tieup with the United States Post Office Department to promote Paramount Pictures' "Appointment with Danger," 21,000 first, second and third-class post offices throughout the nation, employing more than 500,000 workers, will serve as focal points of the campaign, with their cooperation guaranteed by Postmaster General Jesse M. Donaldson, Paramount disclosed here. The film deals with the exploits of postal inspectors.

Each of the postmasters has received a poster "plugging" "Appointment with Danger," which will be displayed on employee bulletin boards, along with a copy of a letter which Postmaster General Donaldson wrote Paramount president Barney Balaban commending the film.

Wilson in New Post

ROCHESTER, N. Y., March 28.—Richard M. Wilson has been appointed superintendent of the film emulsion coating division at Eastman Kodak's Kodak Park plant, Charles K. Flint, Kodak vice-president and plant general manager, announced here. Wilson joined Kodak in 1931 and was appointed supervisor of emulsion coating in 1938.

'A' Run and Drive-in In Unique Film Split

CLEVELAND, March 28.—The Drive-in Theatre at Portsmouth, operated by Herbert Ochs, and the Garden Theatre, conventional downtown Class A house owned by George Delis, will play Universal product first-run day-and-date this season, Ochs states. This is a unique policy, mutually agreed upon by the two exhibitors.

Another feature of the deal is that while the Garden will charge 45 cents admission, the Drive-in will charge 60 cents for the same picture. Advantages for the favorable difference to the drive-in listed by Ochs are free admission to children, no parking costs and the convenience of informal dressing.

DST for Oregon Again

PORTLAND, ORE., March 28.—In spite of emphatic protests from theatre owners, state legislators have dumped the matter of daylight saving time into the lap of Governor Douglas McKay, and Attorney General Neuner has ruled that if but one adjoining state goes on daylight saving time, Oregon must also. The law will again become effective on April 1, the same as in previous years.

Two Warner Films To Music Hall

At the opening session of a two-day sales meeting of Warner district managers and home office executives which began here yesterday, Ben Kalmenson, sales vice-president, announced that two Warner productions have been set to play the New York Music Hall around the middle of June. "Captain Horatio Hornblower," Technicolor production starring Gregory Peck and Virginia Mayo, will be followed by "A Streetcar Named Desire," starring Vivien Leigh and Marlon Brando, an Elia Kazan production produced by Charles K. Feldman.

The sales meeting will wind up today, with the district managers returning to their respective territories over the weekend.

20th's 'Dawn' 'David' On Road-Show Basis

HOLLYWOOD, March 28.—Darryl F. Zanuck, 20th Century-Fox vice-president, today announced that "Decision Before Dawn" and "David and Bathsheba" will be released on a modified road-show basis, adding, "If there is such a thing as road-show business left, we will do it with these two pictures."

Commenting on "Decision Before Dawn," Zanuck said, "I consider this one of the most important films from our company in the past five years. Not only is it, in my opinion, the best entertainment the screen can give, but it will have world-wide significance because of the very implications of the story itself." The picture is from "Call It Treason," the book which won the Christopher Award.

Zanuck told of the road-show plans on his first day at the studio since his arrival here.

Speed 450 Kefauver Prints to Exchanges

Already 450 prints of 20th Century-Fox's 52-minute news feature on the Kefauver Crime Investigating Committee hearings have been processed and delivered to 25 20th-Fox exchanges, it was reported here yesterday by the Emery Air Freight Corp., film carriers.

John C. Emery, president of the carrier, said that in many cases the delivery scheduled was faster than that for newsreels. He said prints leaving the New York laboratory at four P.M. are on the screen in Coast cities by 10 o'clock the next morning. In cases where shorter distances are involved, prints are playing in theatres within eight hours after leaving the laboratories.

Hike Drive-in Admissions

COLUMBUS, O., March 28.—Central Ohio drive-ins are expected to increase admissions to 60 cents this season, an increase of 10 cents over the 1950 admissions. The only drive-in here to open so far this season, the National Auto Theatre of the Academy Circuit, is now charging 60 cents.

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GREGORY PECK



ONLY THE VALIANT

ONLY THE BIGGEST CAN COMPARE WITH IT!

WARNER BROS. NEXT

STARRING
ARBARA PAYTON · WARD BOND WITH GIG YOUNG · LON CHANEY DIRECTED BY GORDON DOUGLAS
Screen Play by Edmund H. North and Harry Brown
Music by Franz Waxman
A WILLIAM CAGNEY PRODUCTION · DISTRIBUTED BY WARNER BROS.

SMPTE

(*Continued from page* 1)

are now being appointed and the first meeting will be held shortly.

In making the announcement, Fred T. Bowditch, SMPTE engineering vice-president and research executive for National Carbon, noted the industry's need for prompt committee action on five projects. They are:

1. Development of recommendations for maintenance of projection room equipment;
2. Publication of mounting dimensions for all current types of theatre projection lamps;
3. Completion of plans for architectural layout and equipment arrangement in theatre projection rooms;
4. Review for possible revision of American standards on 35mm. projection reels, 35mm. projector apertures and the combination standard covering projection rooms and lenses, and,
5. Film take-ups for 35mm. projectors.

Reelect Loewenstein

(*Continued from page* 1)

elected secretary-treasurer; J. C. Hunter, Tulsa, elected regional director. A board chairman will be elected at a May meeting. All 20 directors were reelected.

Speakers included Herman Levy, New Haven; Mark Wolf, Indianapolis, chief barker of Variety International; R. J. O'Donnell, Dallas, vice-president of Interstate Theatres; W. C. McCraw, Dallas, and Rev. W. H. Alexander, pastor of the First Christian Church of Oklahoma City.

Review

"Heart of the Rockies"

(*Republic*)

SOME slight social implications have been added to the Western format in the latest Roy Rogers film. Happily, however, associate producer Edward J. White and director William Witney never permit the message to get in the way of the customary action.

Rogers, a highway engineer, is blasting a new road through mountains with the help of a group of boys, non-hardened criminals paying their debt to society and being reformed in a model work camp. Rancher Ralph Morgan, ornery and conservative, objects to the "new-fangled" highway, and, with the help of his ranch boss, Fred Graham, he tries to put an end to its construction. Graham and Morgan realize that without the work-camp the highway cannot be constructed, so they attempt to discredit the experiment in penology by pinning a number of neighborhood crimes (actually committed by Devery and his cohorts) on the young trustees.

The boys are about to be shipped to conventional prisons when Rogers and one of the lads discover that Graham has been stealing Morgan's cattle and replacing them with animals of much lesser value. Faced with the discovery, Graham kills Morgan and, eventually, the forces of good—Rogers, Trigger, Morgan's pretty niece, Penny Edwards, the sheriff and the boys from the camp—defeat Graham and his gang after a rigorous chase. The experiment in rehabilitation is thus vindicated. Rogers sings a number of songs, both alone and with Miss Edwards. Comedy chores are handled by Gordon Jones, proprietor of a dude ranch, and Mira McKinney, his tenderfoot guest.

Running time, 67 minutes. General audience classification. Release date, March 30.

Wald, Krasna Sign Deal With ANTA

The conclusion of negotiations with Jerry Wald and Norman Krasna to film "The Great Moments," in New York, for distribution by RKO Pictures, has been announced here by the American National Theatre and Academy, represented by Gilbert Miller.

"The Great Moments, it was said, will preserve on film 20 of the best known scenes in the American theatre.

Kravetz Suit

(*Continued from page* 1)

over of UA recently by the Arthur Krim-Robert Benjamin-Matthew Fox group, counters one filed on the Coast about two weeks ago against Kravetz by Miss Pickford to secure the return of funds allegedly advanced in connection with the maintenance of his activities as secretary and as an option-holder on stock with former company board chairman, Paul V. McNutt and former president Frank McNamee.

Kravetz' action names also as defendants Krim, Benjamin, Fox, Walter Heller & Co., Seymour Peyser, McNutt and McNamee. It is charged that a conspiracy among these and Miss Pickford and Chaplin obstructed and destroyed the furtherance of Kravetz' partnership with McNutt and McNamee, causing McNutt to surrender the escrow deposit of certificates of option to 8,000 shares of UA stock.

The complaint states also that those named "obstructed, hindered and delayed all efforts of (Kravetz) to interest other persons of financial ability and experience in the motion picture industry in becoming affiliated with UA."

Denying charges in Miss Pickford's suit against him, Kravetz claims that he expended in excess of $30,000 in behalf of the company, received $13,449 and therefore has coming $16,550 to cover expenses. He claims also that there is due him $100,000 for services rendered to the company, and stipulates on top of these sums $500,000 damages for injury.

Defendants have 20 days from March 23 in which to answer the Kravetz complaint.

The McNutt, McNamee and Kravetz option to 8,000 shares of UA stock listed the price per share at $675, the complaint states, a total of $5,400,000. The former two, it is contended, agreed to hold the option and do nothing to lessen its value and injure it.

Arbuckle Film Reissued

HOLLYWOOD, March 28.—"To Bee or Not to Bee," one of the late Fatty Arbuckle's one-reelers, is being re-edited at the Warner studios for release.

Coast Theatre Files $908,760 Trust Suit

HOLLYWOOD, March 28.—C. L. James, owner of the Beaumont Theatre, Beaumont, Calif., today filed a Federal court suit against eight major distributors, Fox West Coast and Principal Theatres, former partner of FWC, seeking $908,760 damages. The suit charged that his theatre, since its opening in 1940, has been compelled to play pictures of long delayed subsequent runs after they had been cleared through houses owned by FWC and Principal in adjacent San Bernardino, Redlands and Banning. Attorney Fred A. Weller, represents James.

Milwaukee Suit Is Settled for $75,000

MILWAUKEE, March 28.—A four-year-old suit, for damages of $600,000 sought from film distributors has been settled out of court for $75,000. The Menasha Theatre Realty Co., former owner of the Brin Theatre at Menasha, charged distributors with anti-trust violations in a suit filed here in Federal Court. The suit alleged that the defendants used discriminatory trade practices in favor of the Valley Theatre at Menasha.

Under terms of the settlement the Valley was sold to the Brin interests.

SAG vs. TVA

(*Continued from page* 1)

complete jurisdiction, it was announced here.

Several months ago SAG filed for the election and its certification as bargaining agent. TVA intervened demanding that actors in films for television be in a different bargaining unit than actors in other types of motion pictures.

In rejecting TVA's bid, the NLRB said: "The making of television motion pictures requires no change in the technical process, either in front of or behind the cameras, and hiring of actors from the employment bureau is the same for all types of film production."

Eligible to vote in the election are all actors employed in the making of TV films at least three days during the nine months preceding March 26, and all actors employed on regular motion pictures at least 10 days during the nine-month period.

The Screen Extras Guild has backed SAG in the tilt with TVA, which is composed of radio, stage and television actors principally.

Reagan Hails NLRB; Confident of Winning

HOLLYWOOD, March 28.—Commenting on the National Labor Relations Board ruling in Washington, SAG president Ronald Reagan said that once again the efforts of a "little band of willful men to disrupt the SAG and SEG (Screen Extras Guild) have been frustrated."

It will be interesting, he continued, to see if Television Authority leaders have "nerve to put its name on the ballot against the SAG in the NLRB election to be held within 30 days." "As soon as we win the election," he continued, "SAG will open negotiations with producers for a new contract, these negotiations having been blocked up to now by Television Authority's attempt to invade the motion picture field."



Ads like this are appearing in 58 National Magazines and 93 Sunday Newspaper Supplements totaling 185,761,000 circulation.

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THE NATION'S MOST POPULAR
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HEARD ON NBC—Palmolive—"Sports Newsreel" and "Spotlight on Sports"

Exclusively **NATIONAL BROADCASTING COMPANY** *Exclusively*

LESTER LEWIS, ***Personal Manager***

Music Hall

(*Continued from page* 1)

where "The Lemon Drop Kid" took in $97,000 for its first week and started the second with a hefty $13,000 yesterday, and Loew's State, where about $50,000 is due for an opening week of "Up Front."

By far the most spectacular showing is being made at the Music Hall, with "Royal Wedding" and its traditionally popular Easter stage show. Before the noon break yesterday the waiting line, three and four abreast, curved through Rockefeller Center's streets under the supervision of some 25 policemen.

Persons approaching the sergeant in charge were told the line was six blocks long and that a three-hour wait was necessary to gain admittance, but still the line continued to grow. The noon break shortened the queue by half, but by mid-afternoon it had grown again until those at the end could look forward to a three-hour wait. Inside the house several hundreds more were standing, either in the lobby or with a view of the screen.

The drawing power of the picture is pointed up by the fact that last night concluded the third week of its showing. As of last night, the total gross is reported at $450,000.

A spot check of Broadway yesterday just before the mid-day break showed substantial waiting lines at the Roxy, the Paramount and the Strand. By mid-afternoon, the streets had cleared but some hold-outs were in evidence in the lobbies.

The Roxy reports $96,000 for its second week with "Bird of Paradise," a bit under the original estimate of $98,000, and yesterday, the first day of the third week, accounted for about $15,000.

"Lullaby of Broadway" opened Monday at the Strand and has been averaging about $8,000 per day. This is good business but not sensational for an Easter week with a new picture.

The Capitol is looking to wind up the Easter Week in better style with "Soldiers Three," which opens today. "Inside Straight" ended a disappointing two-week stand yesterday with about $33,000 in the till for the last period.

"Rawhide" is holding up well at the Rivoli; if the pace continues it will easily make an estimate of $33,000.

At the Park Avenue, where "Odette" began its U. S. premiere run yesterday, an opening day's gross of $2,500, said to be the best first day take since the theatre returned to Walter Reade management.

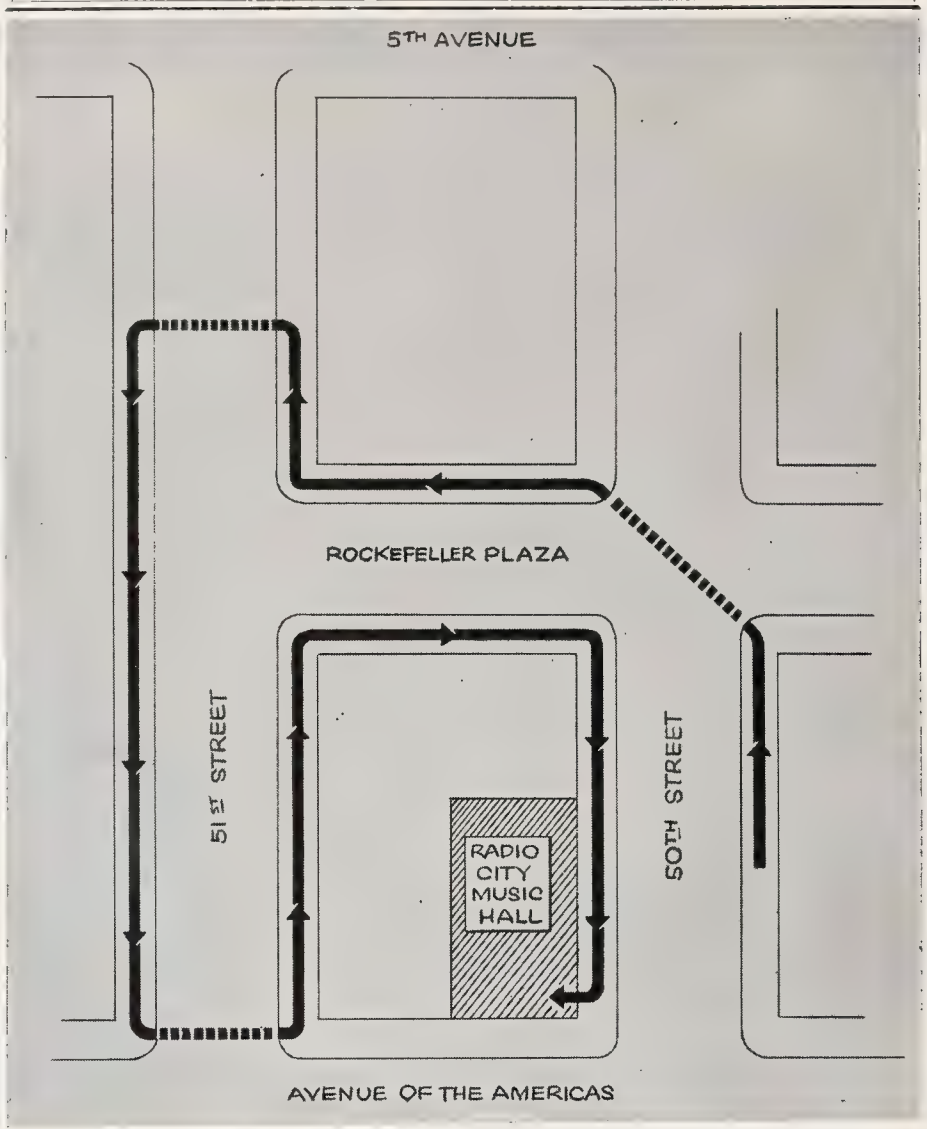
Pearson with M-G-M

Manny Pearson previously with United Artists and Warner, has been engaged by M-G-M to do special promotional work on "Teresa," for the Toledo opening of the Arthur Loew production at Loew's Valentine on April 21.

CBS Names Lewis, Davis

Marlo Lewis and Donald Davis have been appointed executive producers for CBS TV programs originating in New York. Lewis will be in charge of programs in the comedy, variety and program-participation fields and Davis will be responsible for dramatic productions.

They Don't Do It for TV— Not Even for Kefauver



LINES six blocks long, in which police estimated there were between 10,000 and 12,000 persons, formed for admittance to Radio City Music Hall throughout a large part of yesterday. The scene was without parallel at Broadway motion picture theatres since the Christmas-New Year's week of 1949. Despite this week's 7:45 A.M. opening hour and extra shows at the Music Hall, the line formed early and at times those near its end had a three-hour wait for admission to the theatre, where M-G-M's "Royal Wedding" and the Music Hall's annual Easter stage pageant are the attractions.

Because of the line's winding length it was impossible to photograph it in its entirety. Therefore, the diagram above was prepared to illustrate the length it attained between 11:00 A.M. and 1:45 P.M., when it was at its maximum. The end of the line was almost directly across 50th Street from the theatre entrance at Sixth Ave. But to get to the theatre a standee had to travel the block to Rockefeller Plaza, crossing to the east side of the thoroughfare and going to 51st St., crossing there to the north side of the street and going to Sixth Ave., crossing and re-tracing the route to Rockefeller Plaza on the south side of 51st, then back to 50th St. on the west side of the Plaza and thence on the north side of 50th St. to the theatre entrance at Sixth Ave.

Film Price Control

(*Continued from page* 1)

little effect on the inflation problem that it is very doubtful that we will try to get control power. In fact, all of our moves are in the opposite direction—to end government responsibility in fields where there are no inflationary problems."

Even should the Administration change its present thinking and decide to seek such power from Congress, it is highly unlikely that Congress will end the exemption. This exemption was in effect during World War II and lawmakers with jurisdiction in this field say they cannot see how the situation differs now.

Hope Here Monday

Bob Hope will arrive here Monday for the in-person show which he will present at the New York Paramount Theatre, on April 8. Entire proceeds will go to the Damon Runyon Cancer Fund. In addition to Hope the benefit stars will include Jimmy Durante, Tallaluh Bankhead, Frank Sinatra, Ethel Merman and Ed Wynn.

Classify Three 'Adult'

TORONTO, March 28.—Only three features were graded adult entertainment by the Ontario Board of Censors in the past month. They were: "Devil's Weed," "The Steel Helmet" and "Sound of Fury."

Top Pictures, Top Grosses in Circuits

Top product booked into New York neighborhood circuits for Easter Week is paying off with exceptional grosses, circuit heads reported yesterday. Most popular attractions are "At War with the Army," currently playing the first-runs of Loew's and "Call Me Mister" at RKO and Skouras houses. "Harvey" is doing well in secondary spots in both the Loew's and RKO circuits.

A good many enterprising neighborhood houses are making a bid for the vacationing school children with special morning shows designed for the youngsters.

Film Starting Service For Dallas Patrons

DALLAS, March 28.—Switchboard service on starting times of features at five downtown Dallas and 10 neighborhood theatres has been inaugurated by Interstate Circuit.

By phoning a single number, a Dallas theatregoer can determine exactly when a film will begin at any of the 15 houses.

Services for Swan, 68

ALBANY, March 28.—Funeral services for Joseph Swan, 68, electrician at Fabian's Palace for 20 years, were held today.

ELC Plans

(*Continued from page* 1)

office that current product and productions scheduled for the summer and fall "will insure the company at least one 'A' picture a month for the next year," a home office statement disclosed.

MacMillen stated that the development of new selling techniques will eliminate paper work for the salesmen and give them the opportunity to get into the field and do a more direct job of distributing ELC product.

Milton E. Cohen, ELC's general sales manager, discussed the liquidation and sales problems of current releases and Howard LeSieur, advertising-publicity chief, presented his department's plans for advertising and sales promotion.

Other speakers were David Melamed, treasurer, Joe Sugar assistant to Kranze and Charles Amory, head of ELC's "art" film sales unit.

'More Even Flow'

(*Continued from page* 1)

in New York this fall, for which Si Fabian has prepared a budget; reported violations of the government's M-4 theatre construction and repairs orders; theatre television; trade practices, with emphasis on competitive bidding; Federal, state and local taxation; drive-in admissions; 16mm. competition; effects of increased issuance of pre-releases to Armed Services camps; print shortages, and the need for a theatre employes' training film in view of a step-up in the turnover of ushers as a result of the military draft.

Sullivan last night left here for Washington where he plans to remain until after the April 4 board meeting.

Compo-TOA

(*Continued from page* 1)

overcome the hesitancy manifested by the regionals, which, it was pointed out, pride themselves on their autonomous positions within the TOA. In this endeavor, Depinet will be joined by Robert W. Coyne, COMPO special counsel, and onetime TOA executive director. Depinet, now vacationing in Arizona, is due to return to New York on Monday.

Only nine of TOA's 28 regionals have ratified the changes in COMPO's governing structure which were voted recently to provide the state and sectional units of national exhibitor organizations, mainly TOA, with voices on the COMPO board and executive committee. These nine cover Arkansas, Mississippi, Tennessee, Kansas, Missouri, New Jersey, New Mexico, Oklahoma and Texas, plus the District of Columbia.

TOA as a national organization stands, meanwhile, as the only one of the 10 original COMPO charter members which has not yet ratified the changes. Action on this COMPO question is scheduled to be taken by the TOA board on April 4. The bearing which the regionals' hesitancy will have on action by the board, as such, is viewed as a moot question. Industry observers have said they would be surprised to find regional representatives on the TOA board voting one way on April 4 and another when it comes to deciding whether their local organization should be part and parcel of COMPO.

TOA regional objections to COMPO are said to be rooted in a number of doubts. One is the doubt that COMPO could do for them a better public relations job than they are doing for themselves at present. Another revolves around the question of paying dues to COMPO and TOA both if TOA alone can provide them with all the public relations force and national prestige they need.

While the Southern California Theatre Owners Association was the first TOA unit to indicate openly that it is in no hurry to back COMPO, others are manifesting a similar attitude by virute of their outright silence on the COMPO issue. None of the 18 other regionals have set meetings for a vote on the new COMPO set-up. These recalcitrants are represented in Alabama, New York, Northern California, Colorado, Connecticut, Florida, Georgia, Illinois, Kentucky, Illinois, Eastern Missouri, Nebraska, North and South Carolina, Pennsylvania, Delaware, Rhode Island, Virginia and West Virginia.

Bans Theatre Bingo In Cleveland Area

Cleveland, March 28.—Bingo and all similar games ended in greater Cleveland theatres today following orders from city law director Lee C. Howley. He declared them to be just as illegal as licensed commercial bingo which the Ohio Supreme Court recently outlawed.

Ernest Schwartz, president of the Cleveland Motion Picture Exhibitors Association notified all theatre owners to eliminate the games immediately. Police have been ordered to check violations.

UJA Turnout

(*Continued from page* 1)

man, who presided yesterday, said a committee will be announced shortly for the affair.

Barney Balaban described his recent visit to Israel, and stressed the urgency of the campaign. It was pointed out at the meeting by A. Schneider and David Fogelson that contributions of stock certificates could be made to the campaign. Henry C. Bernstein, UJA executive director, spoke on campaign plans.

Others attending yesterday were: Jack Alicoate, Harry Brandt, George F. Dembow, Manny Frisch, William J. German, Robert Goldfarb, Irving H. Greenfield, Julius Joelson, Abe Montague, Charles B. Moss, Chick Lewis, Samuel Rinzler, Edward N. Rugoff, Adolph O. Schimel, Samuel Schneider, Fred J. Schwartz, Max Seligman, Solomon Strausberg, Morton Sunshine, Max Youngstein and others.

Cantor, Jessel To Be Honored Here At Banquet on May 5

Eddie Cantor and George Jessel will be honored at a dinner to be held on May 5 at the Waldorf Astoria Hotel here, commemorating the 25th anniversary of the founding of the Jewish Theatrical Guild.

Cantor has held office as president of the guild for the past 19 years, and Jessel has served as first vice-president for the same period. Mayor Vincent Impellitteri will be honorary chairman.

Weill South on Product

Jules B. Weill, president of Masterpiece Productions, has left here for Florida to confer with various producers on filming a series of one-half hour pictures.

'Oscar' Night

(*Continued from page* 1)

ever other honorary awards may be bestowed, are not subject to balloting by the Academy membership-at-large, but represent the opinion of the Academy's board exclusively. The simple majority rule prevails in the board's voting this year, whereas previously the two-thirds rule prevailed.

The board may bestow or withhold the Thalberg Award, which has been given to only seven individuals heretofore, at will, and the same condition applies to other honorary or special awards. The Thalberg Award implies recognition of the chosen producer for having maintained the highest quality achievement during the year. Honorary awards need not be confined to professional achievement, and in the past have been given to such individuals as Thomas A. Edison, Col. William Selig and many others in technical, goodwill and public relations fields.

Academy officials consider the present competition "one of the closest races for Academy honors Hollywood ever has seen," and even professional pollsters who have boldly predicted winners on past occasions have elaborately qualified their forecasts this year. Wagering on the outcome has been at minimum level, with interest rising proportionately as the announcement date drew nearer.

The Pantages' 2,800 seats were snapped up early and the biggest outdoors turnout in years is expected.

Among non-industry notables who will attend are Governor Earl Warren, Mayor Fletcher Bowron and Dr. Ralph Bunche, the latter having agreed to make the stage presentation to the winner of the Best Picture Award.

Canadian Awards Announced April 22

OTTAWA, March 28.—Results of the third annual Canadian Film Awards will be announced here on April 22. Judges have received 35 films for consideration, including theatrical films, non-theatrical and amateur productions.

The judges this year are, for theatrical films: Hye Bossin, editor, *Canadian Film Weekly;* O. J. Silverthorne, Ontario film censor, and Leon Shelly, of Shelly Films; for non-theatrical films: Yvonne Taylor, of International and Towne Cinemas; O. C. Wilson, secretary, National Film Board of Canada and supervisor of CBC Television, and Ernest Reid, director of Audio Films; for amateur films: Johnny Wayne and Frank Shuster, radio comedians; James Cowan of the J. Arthur Rank Organization, and O. C. Burritt of CBC Television.

U. S. Ticket Tax

(*Continued from page* 1)

include taxes on sporting events, concerts, plays and other entertainment, as well as on film admissions. They do not include, however, taxes on roof garden and cabaret bills nor on leases, broker sales and various overcharges.

Total admission tax collections in February, including all of these categories, amounted to $26,711,773.





ANSWER TO YOUR TECHNICAL PROBLEMS . . .

The Altec Service Man and the organization behind him

The Altec Service Man

ALTEC SERVICE CORPORATION

161 Sixth Avenue, New York 13, N. Y.

PROTECTING THE THEATRE—FIRST PLACE IN ENTERTAINMENT

OH! KAYE!!

FOR MEMORIAL DAY

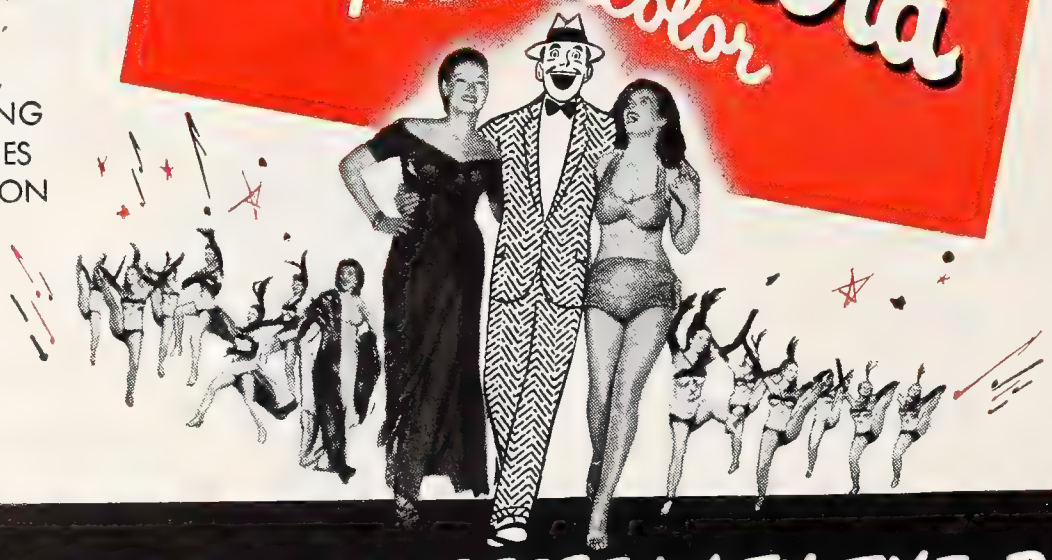








DANNY KAYE
Gene TIERNEY · Corinne CALVET
On the Riviera
Technicolor



Produced by SOL C. SIEGEL · Directed by WALTER LANG
Screen Play by VALENTINE DAVIES and PHOEBE and HENRY EPHRON

O.K. YOU'RE SET for your Big, Big Holiday business with 20th's Big, Big musical! Available day-and-date across the land!

20TH'S GOT THE MOSTEST WITH THE BESTEST!

O.K. HALLS OF MONTEZUMA, Technicolor O.K. THE MUDLARK O.K. THE MAN WHO CHEATED HIMSELF O.K. CALL ME MISTER, Technicolor O.K. THE 13th LETTER O.K. LUCKY NICK CAIN O.K. I'D CLIMB THE HIGHEST MOUNTAIN, Technicolor O.K. BIRD OF PARADISE, Technicolor O.K. I CAN GET IT FOR YOU WHOLESALE O.K. FOLLOW THE SUN O.K. YOU'RE IN THE NAVY NOW O.K. 14 HOURS O.K. RAWHIDE

There's No Business Like 20th Business!

20th CENTURY-FOX

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 69. NO. 62 NEW YORK, U. S. A., FRIDAY, MARCH 30, 1951 TEN CENTS

20th Reports $9½-Million Net for 1950

Rental Receipts Down $4-Million from '49

Twentieth Century-Fox and its subsidiaries, including National Theatres and the Roxy Theatres, Inc., yesterday reported consolidated net earnings of $9,553,260, after all charges for the 52 weeks ended Dec. 30, 1950. Of the total income, $2,262,988 is income of prior years from countries with currency restrictions, which is now dollar income, and $1,183,985 is a net gain from an exchange of theatre stocks and properties resulting from compliance with the court order relating to divestiture of ownership in non-controlled theatres.

Consolidated net earnings after all changes reported by the corporation for 1949 were $12,415,146.

A comparison of the 52 weeks of 1950 with 53 weeks of 1949 shows film rentals in 1949 reached an all-time high of $94,313,808. The decline in 1950 to $90,841,764 may be attrib-

(*Continued on page 4*)

'Aid' to TV Affects IndustryStationBids

WASHINGTON, March 29.—The Federal Communications Commission today warned motion picture companies that whether they make films and talent freely available to television would count heavily when they apply for television stations.

At the same time, the Commission announced that it would not adopt a blanket policy on denying station li-

(*Continued on page 4*)

Hold US-Italian Parley Here Today

Since their arrival here Tuesday the Italian film industry delegates have been conferring from time to time with John G. McCarthy, chief of the Motion Picture Association of America foreign department, and William Levy, representing the Society of Independent Motion Picture Producers, it was reported yesterday at a reception for the visitors at the Radio City Music Hall studio. The conferees will meet again today.

The visitors, whose task is to ex-

(*Continued on page 4*)

Academy Awards for 1950

BEST PICTURE

"All About Eve," 20th Century-Fox.

BEST PERFORMANCES

***Actor*—Jose Ferrer in "Cyrano de Bergerac," Stanley Kramer Production, United Artists.**

***Actress*—Judy Holliday in "Born Yesterday," Columbia.**

***Supporting Actor*—George Sanders in "All About Eve," 20th Century-Fox.**

***Supporting Actress*—Josephine Hull in "Harvey," Universal-International.**

BEST DIRECTION

"All About Eve," 20th Century-Fox, Joseph L. Mankiewicz.

BEST WRITING

***Story*—"Panic In the Streets," 20th Century-Fox, Edna and Eward Anhalt.**

***Screenplay*—"All About Eve," 20th Century-Fox, Joseph L. Mankiewicz.**

***Story and Screenplay*—"Sunset Boulevard," Paramount, Charles Brackett, Billy Wilder and D. H. Marshman, Jr.**

BEST ART DIRECTION

***Black-and-White*—"Sunset Boulevard," Paramount, Hans Dreier and John Meehan.**

***Color*—"Samson and Delilah," Cecil B. DeMille, Paramount, Hans Dreier and Walter Tyler.**

BEST CINEMATOGRAPHY

***Black-and-White*—"The Third Man,"Selznick Enterprises in association with London Films Prod., Ltd., Robert Krasker.**

***Color*—"King Solomon's Mines," M-G-M, Robert Surtees.**

BEST COSTUME DESIGNS

***Black-and-White*—"All About Eve," 20th Century-Fox, Edith Head and Chales LeMaire.**

***Color*—"Samson and Delilah," Cecil B. DeMille, Paramount, Edith Head, Dorothy Jeakins, Elois Jenssen, Gile Steel, and Gwen Wakeling.**

BEST FILM EDITING

"King Solomon's Mines," M-G-M, Ralph E. Winters, and Conrad A. Nervig.

BEST SOUND

"All About Eve," 20th Century-Fox.

BEST SPECIAL EFFECTS

"Destination Moon," George Pal Productions, Eagle Lion Classics.

BEST MUSICAL ACHIEVEMENTS

***Scoring of a Musical*—"Annie Get Your Gun," M-G-M, Adolph Deutsch and Roger Edens.**

***Dramatic or Comedy Film Score*—"Sunset Boulevard," Paramount, Franz Waxman.**

***Song*—"Mona Lisa," from "Captain Carey, USA," Paramount, Ray Evans and Jay Livingston.**

BEST SHORT SUBJECTS

***Cartoon*—"Gerald McBoing-Boing," United Productions of America, Columbia, Stephen Bosustow, executive producer.**

***One-Reel*—"Grandad of Races," Warner Brothers, Gordon Hollingshead, producer.**

***Two-Reel*—"In Beaver Valley," Walt Disney, RKO Pictures, Walt Disney, producer.**

BEST DOCUMENTARIES

***Short Subjects*—"Why Korea?" 20th Century-Fox Movietone, Edmund Reek, producer.**

***Feature*—"The Titan: Story of Michelangelo," Michelangelo Co., Classics Pictures, Inc., Robert Snyder, Producer.**

SPECIAL AWARDS

***Irving G. Thalberg Memorial Award:* To Darryl F. Zanuck.**

***Best Foreign Film:* "Walls of Malapaga," (Italian), Alfred Guarina, producer.**

Louis B. Mayer of M-G-M for his 44 years of leadership in the industry.

George Murphy for his goodwill ambassadorship.

Para. Earns $6,565,041 In First Year

Viewed as Highest for Producer-Distributor

Earnings of Paramount Pictures in its first year after the separation of its theatre interests totaled $6,565,041 after provision for income taxes, the company reported yesterday.

The figure is considered to be the highest for 1950 of any company exclusively engaged in picture production and distribution.

The earnings, which include Paramount's consolidated domestic and Canadian subsidiaries but do not include $1,269,000 net interest from undistributed earnings of partially owned non-consolidated companies, principally Allen B. DuMont Laboratories, represent $2.67 per share on the 2,455,200 shares outstanding for the period ending Dec. 30, 1950.

Earnings for the fourth quarter of 1950 on the same basis were $1,993,-

(*Continued on page 4*)

Claims Right of Customer Selection

WASHINGTON, March 29.—The right of a distributor to select his own customers "is still both a valuable right and a lawful one," the Fourth Circuit Court of Appeals was told today. This statement was made by attorneys for the Walbrook Amusement Co.

The Windsor Theatre is appealing a decision of the Maryland District Court throwing out its anti-trust suit against the Walbrook.

N. Y. Exchangemen To Aid JDA Drive

With the appointment of representatives from major exchanges in this city, the film exchange committee of the Joint Defense Appeal is now complete for the JDA campaign of Greater New York, it was announced by Saul Trauner, manager of Columbia, and committee chairman.

The committee includes Ben Abner, Warner; Lou Allerhand, M-G-M; Abe Dickstein, 20th-Century Fox; Nat Goldberg, Universal; Edward Mullen, United Artists; and William Murphy, Republic.

Personal Mention

LEON J. BAMBERGER, RKO Pictures sales promotion manager, will return here today from Oklahoma City.

•

JUDY GARLAND and scriptwriters AUGUSTUS and RUTH GOETZ will leave here today for Europe on the *Ile de France*. Also going abroad today on the *Queen Mary* are actors GLENN FORD and GERALDINE BROOKS, and FRANK LA GRANDE, executive of Paramount International Films.

•

LEE KLINE, former manager of the Stanley-Warner Orpheum Theatre in Philadelphia, has moved to Hollywood, Fla., where he is owner-manager of a motel.

•

ALEXANDER H. ROBERTSON, co-owner of the Majestic Theatre, Springfield, Ky., will leave for the Warm Springs Foundation, Warm Springs, Ga., on Sunday.

•

BOB HOPE has been named honorary chairman of National Defense Week, May 12-19, by the Reserve Officers Association of the U. S.

•

SI SEADLER, M-G-M advertising manager, flew to the Coast from New York yesterday. He will return on April 9.

•

JOSEPH WEINBERG has been appointed general sales manager of Brooks Uniform Co., in charge of its Coast-to-Coast sales territory.

•

HAROLD WIRTHWEIN, Monogram-Allied Artists Western sales manager, is due to leave the Coast today for New York.

•

SHELDON GUNSBERG, Universal exploitation representative, is in Philadelphia from New York.

•

JOSEPH HAZEN, president of Hal Wallis Productions, will return to New York next week from Florida.

•

JOHN K. HILLIARD, chief engineer of Altec Lansing Corp., will leave here for Europe today.

•

ANTHONY Z. LANDI, producer, has arrived here from the Coast.

•

A. N. MILES and MRS. MILES of the Eminence Theatre, Eminence, Ky., are vacationing in Florida.

Mochrie, Boasberg At Devaney Funeral

TORONTO, March 29.—Robert Mochrie, vice-president and general sales manager of RKO Pictures; Charles Boasberg, North-South division manager, and Nat Levy, Eastern division manager, will represent the RKO home office at the funeral services for Leo M. Devaney here tomorrow. Devaney, RKO Radio's Canadian district manager for 18 years, died here suddenly on Tuesday from a heart attack at the age of 60.

Most local industry offices will be closed during the services.

50 'Queen for a Day' Premieres Are Set

Fifty key cities have been selected for local premieres of Robert Stillman's "Queen for a Day," to follow immediately after the world premiere of the film on April 14 in Waycross, Ga., designated as the "Queen City," William J. Heineman, UA distribution vice-president reports.

The 50 cities will be focal points in a widespread promotional effort which is being conducted by UA, Stillman, Mutual Broadcasting and the Raymond Morgan Agency, in line with a tie-up with the "Queen" radio show, which is in the background of the film.

The cities include: Atlanta, Miami, Boston, Buffalo, Charlotte, Chicago, Cincinnati, Dayton, Cleveland, Dallas, Oklahoma City, Detroit, Indianapolis, Denver, Kansas City, Tulsa, Minneapolis, Hartford, New Orleans, Newark, Des Moines, Philadelphia, Pittsburgh, St. Louis, San Francisco, Seattle, Washington, Baltimore, New York and others.

Of these, Chicago, Detroit, Indianapolis, Minneapolis, St. Paul, Cincinnati, Cleveland, Philadelphia Boston, Hartford and New York will be highlighted by the advance presence of the touring radio show, headlined by Jack Bailey, and city-wide "Queen for a Day" contests in which women entrants will compete for thousands of dollars worth of prizes, including a trip to Hollywood.

The remaining 40 cities will participate in the "Queen for a Day" contest, with similar prizes for local contestants. In all 50 the premieres will be backed by an all-out exploitation and publicity campaign based on the local "Queen for a Day" contests. Directly following the key-city premieres, saturation bookings are being scheduled throughout each regional area.

New York Mayfair Books 'The Man From Planet X'

"The Man from Planet X" has been booked for a New York premiere at the Mayfair Theatre, following the current "Oh! Susannah," it was announced here yesterday by William J. Heineman, United Artists distribution vice-president.

Produced in Hollwood under the direction of Edgar Ulmer, the picture is a Sherrill Corwin presentation.

Local Autonomy for Interboro Houses

In consequence of the resignation of Samuel Handler as Interboro Circuit supervisor here, the company has promoted the following managers to local supervisory duties: Herman Slepian, Clifford Loth, James Pisapia, Richard Berner and Abraham Vallet. Handler is leaving the industry to enter the real estate business on Long Island.

The decision to concentrate supervision on the local level was made in an effort to obtain closer coordination between the theatres and the home office, the company reported. Lew Preston continues in his capacity as a supervisor.

UA's 'Sears Drive' Starts on Monday

United Artists sales personnel throughout the U. S. and Canada, are fully prepared for the "Grad Sears Sales Drive," which will get under way on Monday for the nine-week period ending June 2, it was reported here yesterday by William J. Heineman, UA distribution vice-president.

All exchanges are decorated with special banners and pictures prepared by United Artists' advertising department for the event.

Palsy Dinner Group Headed by Sullivan

Ed Sullivan, newspaper columnist and telecast star, will head the artists' committee of the second annual "Michael Awards" dinner of the Academy of Radio and Television Arts and Sciences, it was announced here by Leonard H. Goldenosn, president of United Cerebral Palsy Associations, sponsor of the event.

The dinner, counterpart of Hollywood's "Oscar Awards" event, will be held on May 7 at the Waldorf Astoria, New York. Proceeds will go to the 1951 Palsy Campaign for $5,000,000, Sullivan's acceptance of the chairmanship marks the second consecutive time in which he has participated in the "Michael Awards." Last year he was chairman and toastmaster.

Zukor Heads Group To Tucson Opening

Adolph Zukor, chairman of the board of Paramount Pictures, will head a host of celebrities who will attend the world premiere of the William Pine-William Thomas film, "The Last Outpost," at the Paramount Theatre in Tucson on April 4. Among the others scheduled to appear are the stars of the picture, Ronald Reagan and Rhonda Fleming.

The premiere will kick-off the Tucson Festival of Arts celebration, an annual event in Arizona. Paramount News cameramen will cover the opening and attendant festivities.

Kalmenson Ends Sales Meet Here

Ben Kalmenson, Warner's sales vice-president, wound up a two-day home office meeting of the company's district managers and executives last night with the screening of "Goodbye, My Fancy."

Discussions were held on business conditions throughout the United States and Canada as reported by the men from each district, as well as outlining of plans for spring.

To Manage Drive-in

ALBANY, N. Y., March 29.—Robert W. Case, for eight years manager for Walter Reade in the Kingston area, has been appointed manager of the Sunset Drive-in, Kingston.

Small Houses Still Outside of NLRB

WASHINGTON, March 29.—The National Labor Relations Board is continuing to follow a policy of not taking jurisdiction over labor disputes in small non-circuit theatres which are considered to be purely local business operations.

A union filed charges against a company operating a theatre in an Illinois town, alleging refusal to bargain. The annual gross income of the theatre company amounts to approximately $90,000 and the cost of film rental approximately $30,000, with no outflow of materials. The NLRB regional director refused to issue the complaint, and the NLRB general counsel sustained the director. He found the company does not furnish materials to businesses over which the Board will assert jurisdiction; does not substantially affect national defense; and does not have a sufficient dollar volume of inflow and/or outflow of goods or services to meet the Board's jurisdictional standards in this field.

The Board's standards waive jurisdiction over any enterprise which does not get over $500,000 a year of materials from out-of-state or which does not ship out-of-state $25,000 worth of goods or services annually.

Mahoney Meets Press

A press reception for Jack Mahoney, star of CBS-TV's new Western series, "Range Rider," was held at the Barberry Room here yesterday. WCBS has been showing an episode of the series, filmed by Gene Autry's producing company, every day during the past week as a "video premiere" and it is reported that 10 stations have already signed up for it.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
FRED ASTAIRE - JANE POWELL
"ROYAL WEDDING"
Color by TECHNICOLOR
A Metro-Goldwyn-Mayer Picture
plus THE MUSIC HALL'S GREAT EASTER STAGE SHOW

Paramount presents
BOB HOPE
MAXWELL·NOLAN·DARWELL
in DAMON RUNYON'S
The LEMON DROP KID
PARAMOUNT TIMES SQUARE
IN PERSON
BILLY ECKSTINE
ALAN KING · RAUL & EVA REYES
EXTRA
HUGO WINTERHALTER
HIS ORCHESTRA AND CHORUS
Midnight Feature Nightly

14th record week!
BORN YESTERDAY
A Columbia Picture
Victoria Broadway at 46th Street

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Red Kann, Vice-President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

Portland Business Is Up 10-to-20%

Portland, Ore., March 29.—Portland downtown theatres report a nice increase in box-office receipts this Easter Week, ranging from 10 to 20 per cent over usual business.

"Born Yesterday," after a record run at the Orpheum, moved over to the Mayfair, and is now in its sixth big downtown week. "Cyrano de Bergerac" was held for a fifth record week at Parker's Guild Theatre, with a top price of $2.40; the majority of seats at $1.20 were reserved.

Sullivan of Kansas Files $450,000 Suit

OKLAHOMA CITY, Okla., March 29.—O. F. Sullivan of Wichita, Kansas, filed a suit in Eastern Oklahoma Federal District Court at Muskogee today seeking $450,000 damages from Robb and Fowley United, Inc., owners of five theatres in Muskogee.

Sullivan alleged Robb and Rowley monopolized first-run pictures in Muskogee in violation of the Sherman Anti-Trust Act. He alleged they formed a licensing firm to keep him and other independent producers from showing first-runs until 45 days after they were shown in Robb and Rowley houses.

George B. Procter, Muskogee, heads the Broadway Theatres, Inc., local Robb and Rowley firm.

Gill Joins Monogram

HOLLYWOOD, March 29.—Clifford Gill, veteran advertising and publicity man, joins Monogram-Allied Artists on Monday as assistant to Sanford Abrahams, advertising manager. This has been announced by John C. Flinn, newly-appointed national publicity-advertising director.

Drops Bingo in Buffalo

BUFFALO, March 29.—The Academy Theatre here has agreed to discontinue Bingo pending the outcome of a similar case against the Old Vienna. The city has postponed indefinitely its action to revoke the Academy license.

Daylight and Overnight
DC-6
Mainliner 300s
11½ HRS. ONESTOP to
LOS ANGELES
"the Hollywood"
Leaves at noon, arrives 8:30 pm
United's overnight flight to Los Angeles leaves at 9 pm; arrives the next morning.
UNITED AIR LINES

Review

"God Needs Men"

(Paul Graetz-A. F. E. Corp.)

THE UNIQUE story of a fisherman who takes over—in his own way—as a priest on a small island off the coast of France is told in this French importation. Paul Graetz' production is likely to be greeted with acclaim from newspaper critics and also provoke discussion on religious grounds. The picture will be considered by many to be anti-clerical, especially by those whose religions have formal doctrines and have ordained ministers. The gravity of the offense will depend on the individual's approach and his reaction to the theme.

Pierre Fresnay gives another of his fine performances. When the only priest leaves the island because the inhabitants continue to cause shipwrecks, Fresnay, at first reluctantly and then with some enthusiasm, tries to take the priest's place. First he only preaches and then he allows his sister-in-law "to confess" to him; gives "penance" to a man who murdered his feeble-minded mother, and prepares to "offer Mass." He is prevented from this additional sacriligious act by the arrival of a priest from the mainland whom he had asked to come. Authorities have also sent gendarmes. The man who killed his mother commits suicide because he believes the police were seeking him. Barred from the Church cemetery, Fresnay leads a procession of the fishing boats out to sea where the body is buried. Then he calls upon all to seek pardon and go to Mass.

Jean Delannoy directed. The screenplay was by Pierre Bost and Jean Aurenche, from Henri Queffelec's novel. Chief supporting players are Daniel Gelin, Madeleine Robinson, Andree Clement and Jean Brochard. The authentic setting and realistic photography are impressive.

Running time, 95 minutes. Adult audience classification. March release.

Confer Here Soon on Argentine Situation

John G. McCarthy, director of the international division of the Motion Picture Association of America, reported here yesterday that he expects to confer in the near future with Antonio Lopez of the Argentine government with respect to the possibility of an early return of American pictures to the screens of the Latin American country.

McCarthy said he had telephone conversations recently with Lopez, now in Washington as a delegate to the conference of American hemisphere countries. The latter is expected to come to New York for meetings with McCarthy.

Nine Stars to Aid Hope at Benefit

Paramount is lining up extensive radio and TV publicity for the April 8 personal appearance of Bob Hope at the New York Paramount Theatre for the special benefit performance for the Damon Runyon Fund. The show will also headline Frank Sinatra, Billy Eckstine, Jimmy Durante, Tallulah Bankhead, Ethel Merman, Ed Wynn, Judy Holliday, Ken Murray and Fred Allen. "The Lemon Drop Kid," new Hope comedy, will follow the stage presentation in a special midnight show.

Pickford to Make Awards

Mary Pickford will be in Ottawa from New York on April 22 to present the Canadian Film Awards, conducted yearly by the Canadian Association for Adult Education. The presentation will be at Ottawa's Odeon Theatre.

Del. Sunday Show Bill

DOVER, DEL., March 29.—A bill to prohibit the showing of motion pictures on Sunday before 2 P.M. within the limits of incorporated communities in the state has been introduced in the Delaware legislature by Senator Frederick Klair of Marshallton.

Whitmore Joins Mono.

HOLLYWOOD, March 29.—Monogram-Allied Artists advertising-publicity director John C. Flinn today announced the addition of Ken Whitmore, former newspaper man long employed by Warner and Paramount publicity departments, to his publicity staff.

Dollar Intake Big For 2 in the Loop

Chicago, March 29.—RKO's two Loop houses have joined the top money-making Loop parade yesterday with two smash openings. At the Palace, 'Bird of Paradise" got off to a big start with a $25,-000 opening week indicated. This would be the best gross at this house since "Our Very Own," which ran about six months ago. The house has been grossing between seven to ten-thousand a week. Just recently it started bidding for "bigger-and-better" products.

Business at the circuit's Grand Theatre was even better than at the Palace. The Grand is playing "Up Front" and opening day business indicates at least a $30,000 first week's gross, the best at this house since "Kim" ran there about three months ago.

To Set Deals for 'Rice'

Bernard Jacon, Lux Films sales vice-president, will leave here today by plane for Miami, first stop on a tour to set circuit deals for "Bitter Rice." Negotiations will be held with Wilby-Kincy, Crescent Amusement, Fox Midwest, Bijou Amusement and Komm circuit. Jacon plans to go from Miami to Jacksonville, New Orleans, Mobile, and Birmingham.



APPLAUSE in the Hollywood Reporter for "THE SCARF" names it, "Noteworthy, brilliant achievement!"

Claim Video Cuts Filmgoing a Third

The impact of television on the leisure-time activities of the American people has hit motion picture theatre attendance harder than any other media, according to a national survey made by Batten, Barton, Durstine and Osborn, advertising agency. It finds that film attendance is cut by one-third.

"Without detracting in the least from the impact of television," BBDO points out, "we can conclude that other activities are far from dead. If this study does nothing else, it demonstrates again the amazing capacity of the American public to take a new medium in stride without any other activity taking the full brunt."

The survey, conducted last November among 5,657 persons in urban homes in 48 states, shows that on a typical day, 18 per cent of the persons in non-television homes attend films; for television homes the figure is 12 per cent, a 33 per cent difference.

Other Activities

Other leisure-time activities show the following comparisons: Radio listening drops from 87 per cent in non-TV homes to 67 per cent in TV homes; 69 per cent of the persons in non-TV homes read magazines as compared to 60 per cent in TV homes, while 32 per cent of the people in non-TV homes read books against 23 per cent in TV homes. Reading of daily and Sunday newspapers remains about the same in both TV and non-TV homes.

The average viewer in the home spends three hours and 24 minutes in front of the video set, according to the findings.

In future studies, BBDO plans to examine the effect of the length of television ownership on other leisure-time activities. In 43 per cent of the television homes in the panel, the sets had been installed within six months when the survey was made.

FCC Says

(*Continued from page* 1)

censes to firms involved in violation of the anti-trust laws, but would judge such applicants on a case by case basis.

The Commission's report stemmed from a hearing held last April, at which several of the major companies opposed any blanket policy. In its report today, the Commission said, it was setting forth what it considered "the primary principles which should guide us in making a case-to-case determination of these applications."

The Commission took no action today, however, in placing on a permanent basis those television station licenses belonging to industry firms involved in anti-trust violations which it has kept on a temporary license for the past two-and-a-half years.

In cases where industry companies are applicants for television stations, the report said, "A serious policy question is presented as to whether the Commission fulfills its obligations to encourage the largest and most effective utilization of television in the public interest when it licenses the station to a person with an obvious conflict of interest which can prevent him from utilizing television to the utmost."

The report stated that it has come to the Commission's attention that many motion picture companies refuse to make copies of their films available for use by television stations and that these companies restrict the use on television of actors under contract to them and of stories and plays whose rights they have acquired.

FCC Statement

"We express no opinion at this time as to whether such practices are or are not in violation of the anti-trust laws," the report said, but went on to point out that "Whether or not these practices are a violation of any law, they are considered by the Commission to be relevant in determining the qualifications of applicants utilizing such practices."

Where a television station is not owned by a motion picture company, the report said, it will "compete vigorously with the motion picture companies to secure the best available films, talent and stories for use over the stations." Where a television station is owned by a motion picture company, the report continued, "which imposes restrictions on the use of films, talent or stories on television stations, obviously a conflict of interest is created." The conflict is likely to be resolved against the television station, the report said.

FCC Reports Half of U. S. TV Stations 'in the Black'

WASHINGTON, March 29.—Half of the nation's 107 television stations operated in the black last year, the Federal Communications Commission reported here today.

FCC figures showed that the television broadcasting industry's 1949 loss of $25,300,000 was cut in 1950 to a loss of $7,900,000. The loss persisted despite the fact that TV industry revenue tripled—soaring from $34,300,000 in 1949 to $105,800,000 last year.

The FCC said that the four TV networks accounted for $55,000,000 of total TV revenues in 1950 and had a net operating loss of $9,000,000. Their stations had a $1,500,000 profit but network operations accounted for a $10,500,000 deficit.

Of the 107 stations operating last year, 54 had profitable operations, with more than half of these reporting income of $100,000 or more, before taxes, and eight stations reporting earnings in excess of $400,000.

20th-Fox Reports Net

(*Continued from page* 1)

uted in part to one less week (over $1,700,000) and the extensive devaluation of foreign currencies in the fall of 1949 which reached their full impact in 1950, according to 20th-Fox. It is estimated that foreign rentals were reduced by approximately $6,600,000 by the devaluation.

Attendance at comparative theatres declined about 12 per cent compared with 1949, the report said. This decline and the disposal of certain theatres in accordance with an order of the Federal Court in the pending anti-trust suit were the principal causes of the drop in theatre receipts, it was said.

In a letter to stockholders accompanying the report, Spyros P. Skouras, 20th-Fox president, said that a reduction of $10,842,255 in expenses and $2,225,000 in income taxes offset in part the decline in film rentals and theatre receipts.

Skouras reported on the arrangement whereby the Swiss Eidophor theatre TV system will be available to the company upon the completion of a satisfactory model projector, adding that "We look forward to the simultaneous and exclusive transmission to a great number of theatres of popular priced shows of the highest quality embracing the world's most talented artists as a supplement to the best motion pictures it is possible to produce.

"Your officers believe that theatre entertainment of the future can reach great heights of public service through television, with motion pictures as the basic element of this entertainment, and that television in its turn can attain its greatest development through the theatres," he concluded.

Yesterday's report was a preliminary for the annual stockholders' meeting to be held on May 15.

US-Italian Meet

(*Continued from page* 1)

plore American market conditions as they relate to Italian pictures and then report back to their government preparatory to the opening of official Italo-American negotiations, are: Dr. Eitel Monaco, president of the National Association of Motion Picture and Allied Industries (ANICA); Italo Gemini, president of the Italian Film Exhibitors Association; Dr. Francesco Penotti, president of the Italian Film Distributors Association, and Dr. Renato Gualino, president of the Italian Film Producers Association. They were invited here by the MPAA when it became apparent that the Italian industry was seeking a *quid pro quo* deal with the U. S. industry.

Present at the reception, which was sponsored by the MPAA, were: Russell Downing, George Weltner, Marcello Girosi, Bernard Kreisler, McCarthy, Levy, William Piper, Phil Reisman, Carl Milliken, Arthur Mayer, Alfred Daff, Taylor Mills, Theodore Smith, Alfred Corwin, Harry Stone, actress Carmel Myers, and scores of others from the MPAA, distribution and the trade press.

Para. Earns

(*Continued from page* 1)

929, not including $136,000 representing Paramount's net interest from partially owned non-consolidated companies. Consolidated earnings for the fourth quarter represent 81 cents per share.

Purchases by the corporation of its capital stock in 1951 for retirement has reduced to approximately 2,303,000 the shares presently outstanding.

Drive to Save Copper

In an effort to aid the government in the conservation of critical materials the Independent Theatre Owners Association of N. Y. has passed a resolution in which its theatre members unanimously agreed to salvage and make monthly collections of copper drippings from projection carbons, in the manner as it did in World War II. Martin Levine, Brandt Theatres executive, has been appointed chairman of the ITOA committee to coordinate the effort.

Remington Loses Aniline-Film Case

WASHINGTON, March 29.—The U.S. Court of Appeals here today upheld a District Court decision that Remington Rand does not have a legally-binding agreement to buy government-held stock of General Aniline and Film Corp. for $25,000,000. Ansco is a division of General Aniline.

Remington Rand will probably appeal to the U.S. Supreme Court. The stock was seized by the government during the war under the Trading-with-the-Enemy Act. Remington Rand is seeking the stock "if and when" it is returned to the Swiss Corporation that owned it prior to its seizure. It said it had a "gentleman's agreement" with the Swiss firm to buy the stock. The Swiss company said a gentleman's agreement is not legally binding under Swiss law and it intended to make other disposition of the stock now, should it be returned. The District Court and the U.S. Appeals Court upheld this view.

April Release List Is Tops for 20th

Six features, said to be the largest number ever to be released during a single month by 20th Century-Fox, will go out to theatres during April, it was announced by Andy W. Smith, Jr., sales vice-president.

The pictures are: "I Can Get It for You Wholesale," "Fourteen Hours," "Half Angel," in Technicolor, "You're in the Navy Now," the full-length news feature of the Kefauver Crime Investigation, and "Of Men and Music."

Universal Ad Lists 437 Local Theatres

Universal claims an industry "first" with its two-page ad on "Up Front" in the current issue of *Life* magazine, which lists 437 theatres across the country playing the picture during April.

Universal cites the ad as the first "dealer listing" type to be used by the industry, giving each theatre the advantage of the national advertising. The same ad is scheduled to appear in the April 7 issue of *Saturday Evening Post.*

Two New Theatres For Crescent Group

NASHVILLE, March 29.—The Crescent Amusement Co. has secured an NPA permit for the construction of the Princess Theater at Columbia, Tenn., which was destroyed by fire several months ago, according to Manager A. E. Shortly. The necessary steel has been obtained and work will begin Monday.

The Princess, new Crescent house here has opened. It will follow a regular schedule of two first-run pictures, plus shorts and newsreels. Russell L. Parham is manager.

Ask Attendants for N. J. Child Patrons

TRENTON, March 29.—A bill which would require supervision of children under 12 years of age attending theatre matinees was endorsed by the New Jersey Federation of Women's Clubs.

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